

# G9MD supports skill development within medical community

## Case study



▲ G9MD's command center includes a video wall comprised of 64 Christie MicroTiles. The wall shows videos of surgical procedures, presentations and educational content to be broadcast within a hospital's network, or live-streamed worldwide using G9MD's technology and platform.

## World's first socially-enabled content sharing platform for hospitals using Christie MicroTiles

A surgeon in Dallas broadcasts shoulder replacement surgery techniques live to thousands of surgeons around the world who are watching on their mobile devices. Labor and delivery nurses in remote locations observe training, and collaborate virtually to accelerate improvements in quality of patient care and safety. A patient support center streams cooking classes worldwide, providing a virtual and interactive support group for those needing assistance with appetite and nutrition while undergoing chemotherapy and radiation.

What started as a simple concept – record physician lectures and procedures, and share them with the medical community – is mushrooming into a high-demand social platform and service, coveted by healthcare systems globally.

Justin Anderson, co-founder, president and CEO of G9MD, along with his team,

manage the acquisition, production and distribution of real-time and recorded surgical video content, as well as related medical content, into social business ecosystems they develop for healthcare.

### Collaborating around content is key

"G9MD's goal is to align healthcare participants around the world and increase communication and collaboration to reduce the predictable cost per episode of treating patients. There is a great need among physicians to not just view content, but also share, collaborate and connect around the content – quickly and efficiently. We developed a social business ecosystem for healthcare that allows for secure sharing, with added features so people can use one platform for numerous activities."

**Justin Anderson,**  
Co-founder, president and CEO  
G9MD

**Customer:**  
G9MD

**Location:**  
Dallas, Texas

**Industries/markets:**  
Healthcare  
Life science  
Biotechnology

**Requirements:**

- Bright, high-quality images
- 4K content
- Large-scale display
- Smooth and seamless appearance
- 24/7 operation
- Mission-critical reliability
- Narrow profile and front access
- Ease of use and maintenance

### Summary:

The sharing economy of medicine is changing rapidly, with physicians exploring the use of new technology to collaborate more efficiently. G9MD coupled the power of their ultra high-definition live video streaming engine with their proprietary, socially-enabled platform to change the way healthcare providers learn, communicate and share information – privately within healthcare systems and with others around the world.

### Products:

- Christie MicroTiles (64)

### Results:

G9MD is pursuing their mission to align medical practitioners worldwide through active engagement, making a positive impact on healthcare delivery, performance and quality of life. With their social sharing platform, G9MD is accelerating the pace and scope of knowledge-sharing about best practices, allowing doctors to more efficiently and cost-effectively treat patients.

In September 2013, G9MD established the first secure social business ecosystem for a major healthcare system. Within its Texas-based flagship hospital, they built the most technologically advanced medical broadcasting center in the world, starting with only 4 walls and a concrete floor. Central to the broadcast center is a massive video wall that displays video feeds of surgical procedures transmitted over fiber, along with other content such as presentations, data and web conferences routed to the wall from numerous digital sources. The 21-foot video wall is comprised of 64 Christie® MicroTiles® – a near-seamless, rear-projection solid-state solution that can be arranged to create any size and shape of display.

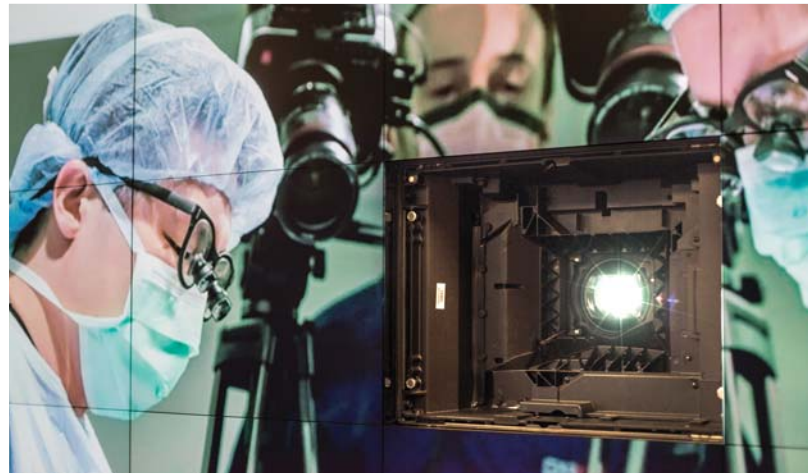
### Selection process and requirements

Anderson describes how G9MD approached the selection process to find the highest-performing video wall technology, “We looked at a number of different types of technology when considering video wall solutions – LED, LCD, cubes, projectors. We needed a solution that would have a narrow profile and front-access for maintenance in order to fit in our room. Seamlessness and brightness were also two key priorities for our specifications. When I saw the quality of Christie MicroTiles in action, there wasn’t a question in my mind that this was the right solution for G9MD.”

Based on image quality, high-resolution and scalability, Anderson felt that Christie MicroTiles would be the ideal long-term solution for G9MD. The video wall would also be running 24/7 throughout the year, and Christie MicroTiles would provide the necessary longevity and continuous operation capabilities, while still being efficient. In order to support the optimal performance of the Christie MicroTiles video wall, G9MD worked with Christie to design and build custom pedestals to facilitate integration with an HVAC cooling and ventilation system used specifically for the video wall.

### Stellar support and flawless performance

Working closely with Christie, Anderson found that he was supported at every step, “I can’t say enough about the excellent service that the Christie team provided to take us through system design to full operation.” Matthew Mercker, Sales Support Engineer from Christie, worked with G9MD on the design of the video wall and described the process, “We discussed display options with Justin and his team and quickly determined that Christie MicroTiles were the clear choice. Once that decision was made, we had a very tight timeline to prepare the custom design structure, and get the display up and running. We were able to meet our goals because of the great working relationship we



▲ A surgical procedure is streamed live to G9MD’s secure community platform and used for knowledge-sharing of best practices.

developed with G9MD.” After installing and using the Christie MicroTiles video wall, Anderson describes the performance as “flawless”. Once the initial calibration of the wall was completed as part of the installation process, the G9MD team hasn’t had to perform any maintenance on the Christie MicroTiles.

### The future of G9MD

G9MD continues to add value across all medical specialties of the healthcare system, especially at the hospital where their broadcast center is located. They also receive regular visits from physicians and executives from around the world. With medical practitioners using their platform and technology from over 190 countries, their plan is to expand their presence in the healthcare system they’re operating within currently, as well as to other healthcare systems they’re in discussions with. As they grow, Anderson confirmed that Christie MicroTiles are G9MD’s video wall solution of choice. He says, “Christie is light years ahead of anyone else developing innovative solutions in this space, but it’s not just about the product. There is strength in Christie’s brand and reputation. We have made the decision to stick with Christie for as long as they’re in the game.”

### Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.

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