

CASE STUDY

Converge the benefits of
Visual Technology for
Healthcare Services with
**PeopleLink Cloud
Video Conferencing**



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Business Requirement / Challenges

Indira IVF centre is the pioneer in providing affordable yet creditable infertility curation to the common people for the first time in India. It is armed with the state-of-the-art infrastructure, advanced equipment and a pool of renowned physicians. The Clinic operates various multi-city branches. The Hospital was looking forward for a solution which could connect their 20 Offices for regular interactions and meetings, while the same could also be used for connecting the OTs for recording Live Surgeries by capturing multiple Cameras for complete coverage.

Technologies Evaluated

Indira IVF evaluated various solution providers in the market but it was PeopleLink Video Solution which was the most convincing. The flexibility, scalability and the ease of use assisted the decisions makers to opt for the comprehensive solution for their Hospitals.

Solutions Deployed

PeopleLink has deployed a comprehensive healthcare solution for Indira IVF mitigating all their business challenges and making their services available to the masses. PeopleLink has deployed a 20 Port MCU along with our High Definition Audio Visual accessories. The solution also includes the 23.8" All in One Desktop based VC which will be installed in the Ultrasound rooms and have the capability of getting connected with the endoscopic cameras and operating at Low Bandwidths.

Business Results Achieved By Using PeopleLink

a) Indira IVF is claiming to be the most technologically advanced video enabled IVF Centers in the country.

**INDIRA IVF**

Fertility is conceivable!

About Indira IVF

Indira IVF is the brainchild of Dr. Ajay Murdia (a career spanning more than three decades), which has now grown into one of the leading fertility chain in India from its humble beginnings with IVF centres across the length and breadth of the Indian peninsula.



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