

➔ Challenge

Support 112 busy conference rooms in nine buildings across five campuses with a support staff of just two people.

➔ Solution

Standardize on Crestron hardware and software solutions including DigitalMedia™, Crestron Fusion™ software, and AirMedia™.



Two Technicians – 42,000 Meetings

How Tampa healthcare provider supports over 100 busy conference rooms in seven buildings with just two people

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— **John Maass**
Moffitt Cancer Center

If you'd told John Maass when he took over as AV Manager for the H. Lee Moffitt Cancer Center in Tampa, Florida, that he'd have to more than double the number of conference rooms under his supervision, add telemedicine and digital signage programs, and support an average of 42,000 meetings per year – all without any increase in his support staff – he may have had second thoughts about accepting the position.

Yet, over the last ten years, Maass accomplished all of that and more with just the existing two-person support staff. How was it possible? Through careful planning and standardization on Crestron hardware and software solutions, he says.

Nine buildings across five campuses

Headquartered at the Tampa campus of the University of South Florida, the Moffitt Cancer Center is one of the nation's leading providers of cancer treatment, while performing research aimed at the rapid translation of scientific discoveries into patient care.



With a 206-bed inpatient facility, a 36-bed blood and bone marrow unit, an outpatient clinic, and two research buildings, the center saw more than 324,000 outpatient visits and over 9,000 inpatient admissions last year, while providing large-scale cancer screening and prevention programs.

The Moffitt Center has 112 conference rooms across nine buildings spread out over five campuses throughout the Tampa area. Maass says these rooms are used for a variety of purposes, from doctors' consultations to staff training, administrative meetings, and public events. "A year ago we had James D. Watson, the father of DNA, here speaking to a very large crowd," he says. The center is also home to more than 5,000 video conferences each year – up from a total of just 12 in 2006.

The Moffitt Center installed its first Crestron control systems in 2003, together with Crestron RoomView® asset management software, at the suggestion of Tampa-based AV integrator AVI-SPL. "You can imagine that supporting 50 rooms would be a daunting task if the technicians had to be physically present whenever there was a question or a problem," says Jake Gilray, AVI-SPL Account Manager.

Adding Crestron control systems at that time greatly simplified operations while RoomView simplified support. First, the technicians could connect remotely to provide support from a mile away, helping users turn on the system, choose a source, or operate a video system. Second, RoomView kept track of lamp usage and equipment status, notifying staff of any

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maintenance issues before users even realized there was a problem.

RoomView also helped save expensive projector lamps by turning off any systems left on accidentally at day's end.

As Crestron continued to bring new technologies to market over the last 10 years, Moffitt found more opportunities to improve their operations. Today most rooms have video conferencing cameras or webcams that allow support techs to see the room itself and its control screens which they can view them from an iPad® or a PC in the AV office. "Typically our people



The screenshot shows the FUSION RV Monitoring interface. At the top, there's a navigation bar with tabs: My RoomView, Assets, Rooms (selected), Schedule, WebCam, e-Control, Instant Messaging, and Capture. Below the navigation bar, there's a 'Select Attributes' dropdown set to 'System Info' and a 'Filter' dropdown set to 'None'. The main content area displays a table under the heading 'Root'.

Name	Online Status	Display Power	Display Usage	System Power
MCC Admin Board Room 1007	✓	✗		✗
MCC 5140A	✓	✓		✗
MCC 5136	✓	✓		✓
MCC 3150	✓	✗		✗

will be out somewhere in the facility when they get a call for help,” Maass explains. “They may begin walking toward the room, but most often they will solve the problem before they get there.”

Five-minute training sessions

Today, every Moffitt conference room with audio-visual equipment has a standardized setup and a user control interface that is identical from room to room. Every room has a built-in PC, one or more laptop inputs, one or more large-screen displays and a DVD player. Many have a document camera. In every room, users can plug in medical gear, such as a microscope or endoscope.

In 2009, AVI-SPL began helping Maass convert the rooms to digital systems, using Crestron DigitalMedia™ technology. Now most rooms use a Crestron DMPS-300-C Presentation System, which combines AV controls, an audio amplifier, a six-channel microphone mixer, an audio processor and a 7x4 switcher. These newer systems are all HDCP compatible, so users can plug in Blu-ray players and other consumer media, and they accept HDMI®, DisplayPort and other digital formats as well as analog VGA and component video. Some rooms, with a large number of source devices or displays, use a larger DM8x8 or DM16x16 switchers for signal routing. They all use Crestron touch screens for operations.

From 2009 through 2012, Maass and AVI-SPL began adding videoconferencing and streaming on a large

scale, using the Cisco® Digital Media Suite, often with Crestron Capture HD® devices in the conference rooms to help simplify content capture. In 2010, they started implementing Cisco digital signage.

“The streaming systems are helping us expand our offerings beyond the conference center,” Maass says. “Today many meeting participants stay at their desks and log in from there using Microsoft® Lync.®” He says the fact that Crestron is a Microsoft partner has been very helpful in integrating Lync into the conference rooms. “You can dial in and be visible to people in the room from your phone in China. That’s important to us, because we do a lot of work globally.”

Despite all of these upgrades, Maass says the rooms are easier to use than ever. He rarely spends more than five minutes training someone to use the systems. “We do have individuals who need extra special care, but for the most part, we don’t spend much time on training.

“Ten years ago people were hesitant to use these systems, but today I say, ‘It’s the same concept as an ATM machine,’ and people warm up to that. The Crestron systems take people step by step through each process, much like the ATM telling you to swipe your debit card. When we finish going over the control panel, we encourage them to go into an empty room and see what they can do. I tell them, ‘Go ahead and try to break it. If that’s possible we’ve done something wrong on our end.’ We also encourage them to train their co-workers.”



The key, Maass says, is making every room work in the same way. “If we train them to use one room, they can use any room.”

Ongoing upgrades

Maass says one reason that Moffitt has stayed with Crestron is that the company has continued to offer new and better technology. “We love the fact that Crestron has grown with us,” he says.

For example, when Crestron offered Crestron Fusion™ as an upgrade to their RoomView software, Moffitt made the change, in part to take advantage of Fusion’s new scheduling system, which Maass and AVI-SPL will implement next year. “We’re very excited about this capability,” he explains. “We know, for example, that we have users who will reserve a room just to make sure it’s available in case they hold a meeting, while others have trouble finding a meeting room. We will have motion sensors in each room to notify the system that no one showed up and release the room and send us an email so that if it’s a recurring meeting, we can consider cutting it.”

Moffitt is also interested in tying Crestron Fusion into the building management systems used at the various Moffitt locations. “The advantages in terms of energy management can be tremendous,” he explains.

Maass has begun to deploy Crestron AirMedia™ in every new or remodeled conference room. “AirMedia allows us to integrate any device with WiFi® with our audio visual systems,” he explains. “If users want to project from their own tablets, phones or laptops, we can accommodate them.”

AVI-SPL’s Gilray adds, “They especially like the fact that users can present from their iPads. They also like the idea that, in some rooms where the viewing is not optimal, whether because the ceiling is low or the room is very deep, they can use AirMedia to display the presentation on the audience’s own devices, rather than mounting extra displays.”

Maass says he will continue to deploy Crestron products whenever he can. “The gear itself lasts



We know, too, that when Crestron rolls out a product, it’s ready to go and will work great.”

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forever. A lot of it here is ten years old and it’s still going. If we want to move a system into another room, we can be confident that the Crestron pieces will be worth moving, no matter how old they may be.

“We know, too, that when Crestron rolls out a product, it’s ready to go and will work great. That’s not true of a lot of vendors. Often new products are full of bugs, but not from Crestron.”

Mass says the number one reason he has stayed with Crestron is the support he’s received from the company. “Crestron has been phenomenal,” he says. “If we need help, we know we will get it. And as they introduce new products, life gets easier for us.”

And when there are only two technicians supporting 112 conference rooms, “easy” is a necessity. Even additional growth won’t phase the two-person crew. Later this year, Moffitt will complete another new building with 20 more conference rooms, yet Maass has no plans to increase the size of his support staff.

Integrator
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