Purchasing Surgical Camera & Video Systems

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1. Understand the technology available.

Technological advancement has created a lot of opportunities for customers to achieve some great results ultimately improving the surgeon's work environment and increased patient safety. Often times the definition of Hi Def technology associated with cameras and video systems can be very confusing for customers and can tarnish the industry if a sound purchase decision is not achieved.

It is critical that the customer consider the entire system before a purchase decision is made. You can purchase HD cameras and monitors but the way in which those signals are transmitted is critical to having the best outcomes.

For instance, if you have a 1080i or 1080p camera output in which the signal is compressed as a means to transmit the signal through the arm system to the monitors or recording device there can be delays, diminished or distorted visual outcomes, and even signal interruptions during usage. The best outcome is a Surgical Lighting and Camera Video System that does not compress the signal and transmits the native signal to the integration or camera control center. Hence, the signal should be a non-compressed native signal from the camera itself through the arm system and this will help eliminate possible delays and/or signaling issues.

2. Innovative manufacturer with real solutions.

In evaluating the Surgical Lighting and Video System companies' consideration should be given to solutions that the company offers. They should provide proven outcomes and/or customer references, showroom availability with the new technology, and data specifications available to prove that the technology is a viable HD solution with native signal transmission. It is also important that the

company is “open architecture” with regard to collaborating with various video integration companies. You want the company to be flexible and adaptable to accommodate your custom solution. Some other points to consider when narrowing your search and selection criteria should be the following:

- How long the company has been in business and how they have evolved with technological advancement
- The ability to adapt the camera systems to different video integrators with proven outcomes

3. Future Adaptability and Value Purchasing.

In today’s economic environment it is critical that you select camera and video systems that you can adapt to your Operating Room Ceiling Systems (Light arms, monitor arms, boom arms, etc.). If the budget does not permit a full camera and video system purchase in all of your operating rooms then consideration should be given to future adaptability. It is critical that you consider products that are HD and Video Integration ready so that cameras, monitor arms and booms can easily be purchased and installed with minimal OR downtime. Some companies offer future preparedness in their OR design and layout so this is one of the most important decisions in making a “value purchase.” Lastly, consider the company’s future product pipeline and solutions so that your hospital is aligning with an innovative company that can help you achieve your growth goals.

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