MAXLIFE

A provider for pre-hosptial diagnosis and care modernizes and transforms their existing offering by embedding iotum's audio and video APIs, connecting patients, paramedics, and doctors with the click of a button.

The Customer

Max Life, Advanced Telemedicine for Pre-Hospital Diagnosis and Care, is the latest in advanced mobile ambulatory telemedicine technology. With an initial focus on mobile stroke prevention, this sophisticated, yet simple-to-use system provides LIVE access from high-quality IP cameras using a touch screen interfaced CPU. Doctors are able to swiftly connect with an ambulance to offer time-sensitive, critical life-saving care for any type of emergency – a telehealth use case that Max Life felt was underserved.

Not only is this a live access system allowing real-time audio and video, but it also simultaneously records every moment. Completely HIPAA compliant and providing the highest level (AES256) of security in the public domain, Max Life will remain connected even in the most rural areas as it can function properly on as low as a 2G signal through 4G LTE service.

The Vision

Using iotum's audio and video technology, Max Life wanted to ramp up its business, appeal to new customers, and provide seamless communication between paramedics and doctors.

The Challenges

When Max Life's end goals didn't align with their previous provider, Polycom, they decided to seek out other opportunities. The software they were using was managed on PC and they wanted to completely get away from that – it just wasn't compatible. The moment Max Life realized they needed to re-evaluate was when Polycom stopped supporting the browser which put them in a position where they needed an alternative solution. The ability to connect patients with doctors without the hurdles of having to navigate downloads, plug-ins, or apps was where they wanted to be from the get-go – A simple point-click-connect solution complete with multiple camera options and doctor-side control. They just needed a partner with the same vision.

The Solution

Max Life needed a provider that was utilizing WebRTC, plus had the ability to offer multiple video streams organized in a view that can handle multiple tiles. Having to develop from the ground up without the already-built-in infrastructure would have been tough and taken up too much time and resources.

The goal was to find an easy-to-use browser-based solution. Not wanting to manage any software, iotum provided the exact things Max Life was looking for: a stable WebRTC platform, high-quality audio and video, an already-built API, smooth integration, easy navigation, multiple camera options, and aesthetic appeal.

iotum has been able to provide all this and more, plus empower Max Life by sharing in their end goal to be completely browser-based as well as sharing in the excitement of making a splash in the telemedicine industry.

The Result

So far, the support and functionality have all been very positive. The stability of the platform has been a painless experience. The feedback Max Life has received from customers is that they are enjoying the aesthetics, and how clean it looks and the overall functionality has been promising.

Plus, the adaptive bandwidth has been working exceedingly well in mobile environments. Potential new customers are really liking what Max Life has to offer, and working with a partnering company that is just as excited to be in this segment of telemedicine has been very important and will continue to pay off as the business grows and expands.

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> The whole entire process [with iotum] has been frictionless. They worked really well with us and I think that really makes a big difference when a company is aligned with you and really wants to help you.
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> I think it's been a good experience overall, iotum's excitement for what we're trying to do. They're on the same level as what we want to do. They understand and are really trying to help us push in that direction.
> "

Joe Ferlito
Maxlife, Co-Owner

iotum offers easy-to-use, safe and secure, high-quality audio and video. Use any device to access meetings with zero download, browser-based technology. Let iotum provide you with straightforward, feature-rich technology that empowers collaboration, content sharing, meeting recordings and so much more.

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