

Case Study

Memorial Sloan Kettering Cancer Center

◆ Website

www.mskcc.org

◆ Location

New York, NY

◆ Industry

Healthcare

◆ VIDIZMO's Solution

VIDIZMO EnterpriseTube

About Memorial Sloan Kettering Cancer Center

Memorial Sloan Kettering Cancer Center (MSKCC) stands as one of the world's premier institutions dedicated to cancer care, research, and education. With a reputation for cutting-edge treatments and compassionate patient care, MSK is continuously exploring innovative ways to enhance the recovery and well-being of its patients.

Challenges

MSK was facing significant challenges with its existing approach to managing video content. For their patient-specific programs, the center wanted to provide aftercare resources that included specialized yoga videos aimed at cancer survivors, such as oncology, gentle hatha, and restorative yoga. These videos were designed to help survivors relax their bodies after undergoing chemotherapy. However, MSK's existing website infrastructure could not handle the high demand and sheer volume of these video resources. Additionally, with an increasing need to host videos of actual patients sharing their journeys, MSK's website faced limitations in content storage, accessibility, and uptime.

Another challenge arose with MSK's need to securely share sensitive internal videos, particularly financial and strategic discussions, with their Board of Trustees. These videos, containing confidential information, required exclusive access and strict compliance with privacy regulations, such as HIPAA. With their current system, MSK struggled to segregate content between patients, the public, and internal stakeholders, which led to a pressing need for a more robust and compliant solution.

Solution

MSK turned to VIDIZMO EnterpriseTube to resolve these challenges. VIDIZMO provided MSK with a HIPAA-compliant video content management solution, ensuring that sensitive information, particularly videos featuring patients or internal board meetings, was securely handled. The platform's multitenancy feature allowed MSK to create separate, secure portals for different audiences. They were able to organize and segregate content for different user groups—general practitioners, the public, and their Board of Trustees—without any risk of crossover.

For the patient-specific program, VIDIZMO enabled MSK to upload and manage a large library of aftercare videos. Whether it was oncology yoga sessions or interviews with survivors, EnterpriseTube's robust content management features allowed MSK to handle this high volume seamlessly. Furthermore, VIDIZMO's Content Delivery Network (CDN) ensured reliable uptime and fast video delivery, enabling patients to access the videos from anywhere without delays or disruptions.

To address their need for secure internal communications, MSK used VIDIZMO to host financial and strategic videos intended for the Board of Trustees. These videos were securely uploaded with limited access rights, ensuring only authorized personnel could view them. VIDIZMO's advanced security features provided the control MSK needed to protect sensitive content.

Impact in a Nutshell

- ◆ MSKCC ensured all patient-specific content was secure, safeguarding sensitive health information in accordance with regulations.
- ◆ MSK successfully created distinct portals for different user groups, allowing patients, the public, and the Board of Trustees to access only the relevant content. Financial and strategic videos for the Board of Trustees were safely shared within a private, exclusive portal, ensuring confidentiality.

About EnterpriseTube

EnterpriseTube is a Gartner-recognized AI-powered enterprise video content and digital media management solution that helps organizations store, host, stream, manage, secure, and share video content and digital media.



VIDIZMO, a front-runner in artificial intelligence, leads the industry with groundbreaking AI-driven solutions for enterprise video content management, digital evidence management, and redaction. Trusted by top-tier government organizations and Fortune 500 companies, VIDIZMO transforms video and digital media usage for diverse business needs.