

Limelight Networks Case Study

Cleveland Clinic



Challenge 1: How to provide health-related information in an inviting and engaging online environment.

Solution 1: Increase the availability of online video content, which offers a more intuitive, entertaining, and humanistic approach to delivering information.

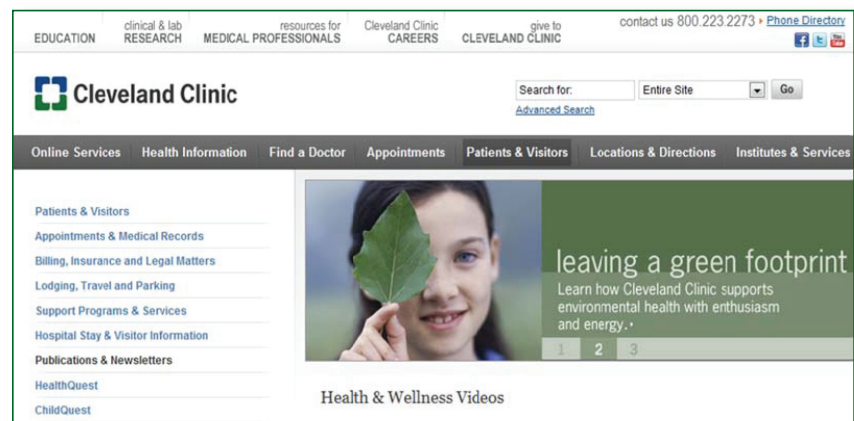
Cleveland Clinic Uses Video to Bring Warmth to Their Website Community

Cleveland Clinic is a non-profit academic medical center that integrates clinical and hospital care with research and education. Founded in 1921, it's been consistently named as one of the nation's top hospitals by *U.S. News & World Report*.

As an organization dedicated to health education, research, and compassionate patient care, Cleveland Clinic strives to give patients, doctors, students easy access to health-related information. This goal represents the driving force behind the clinic's website, which features videos on a wide variety of diseases, disorders, treatments, and procedures. Unlike text-dense pages that are cold and uninspiring, video content provides a warmer, more human, and ultimately more engaging end-user experience.

Sharing critical health information

To upload and manage an ever-increasing number of videos files, Cleveland Clinic implemented Limelight Video Platform in January 2009. This end-to-end solution from Limelight Networks® enables the clinic to manage a library of 1000+ videos. Many of these videos include doctors discussing various diseases and medical procedures—taking a soft, personal approach to providing information that helps increase a patient's comfort level with his or her doctor. The site also presents surgical videos, a popular choice for patients who want a glimpse of a procedure that they will soon undergo. Other videos provide information about the clinic, highlighting its range of services for people all over the world.



On average, each video is played 30 times a week. The most popular video is the "find a doctor" video, which received 300-500 views a day when it was first launched. Many patients find comfort in seeing, hearing, and becoming familiar with their new doctor on video before meeting them in person for the first time.



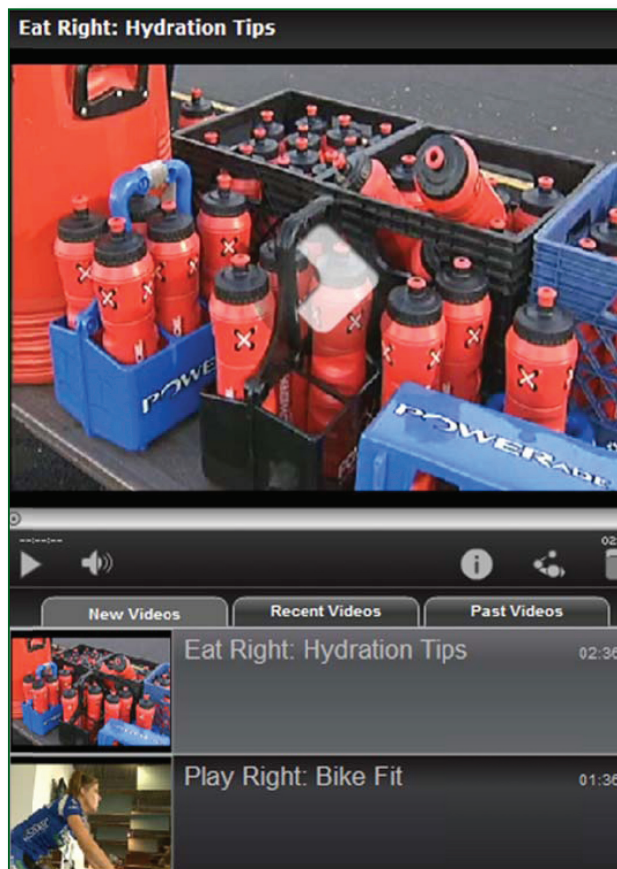
Adding more online video has enabled Cleveland Clinic to share critical health information to their visitors in a richer, warmer online environment. Providing a friendly and engaging educational site is reflective of the clinic's reputation as a world-renowned hospital that performs cutting-edge research while providing exceptional patient care.

"Patients coming to our site are typically going through a difficult time in their lives, and it's critical that we engage them in a warm and compassionate way that helps them realize they're in good hands," said Hrobak. "Video is perfect for this, so our goal is to get as many of these videos published as possible."

Limelight Video Platform

Increasing Efficiency and Streamlining Workflow

Uploading and managing online videos can become increasingly difficult and time-consuming as companies begin adding more videos to their sites daily. To help speed up this process, Limelight Video Platform is designed with a simple user interface. The main page serves as a directory where publishers can easily group media into channels by literally dragging-and-dropping video files, allowing them to easily manage their entire video library.



Limelight Video Platform also offers various permission settings for users so that key web personnel from various department-specific sites can upload and manage their video assets. As a result, web liaisons from across the company can work with the marketing team to update the library daily.

What's more, locating videos does not require time-wasting searches—publishers and site visitors can immediately locate the videos they need using custom tags or by searching specific topics and personnel names across the entire library. These tags – whether a word or a string of words— can be used to quickly sort, search, and filter the entire video library.

Publishers can also employ tags to quickly create playlists. Playlists, also called channels, are multiple videos grouped together by topic. To create a new playlist, publishers can manually drag and drop individual video files into a channel to quickly build the playlist, or they can automatically create a playlist by grouping videos according to their tags.

Improving viewer experience and brand awareness

Many websites require that visitors first download a specific player before they can watch the selected video. With Limelight Video Platform, visitors simply click the “play” button and instantly watch the video—without having to wait for downloads. Publishers can also leverage the player-building tools to create a custom video player that reflects the company's brand. This capability is critical to unifying the look and feel of the website and can help establish brand awareness when viewers share videos online.

Viewers can also enjoy the unique “search inside” feature built into Limelight Video Platform. They can search for a topic within the spoken contents of the video and jump directly to the point in the video where that topic is discussed. There's no need to wade through irrelevant content.

About the Limelight Video Platform

Limelight Video Platform enables organizations to quickly take advantage of the fast-growing demand for online video while delivering an exceptional viewing experience. The offering provides tools for managing, publishing, and syndicating videos online, including hosting, encoding, channel and playlist management, advertising, and reporting and analytics. For more information, please visit www.limelight.com.