



Snagit and Camtasia Studio tutorials help physicians provide the best patient care possible

At a Glance

Industry:
Healthcare

Who:
Eric Jorgensen, Physician Liaison

Products used:
Snagit and Camtasia Studio

Key uses:
Tutorial documents and videos

Eric Jorgensen, a Physician Liaison at a mid-sized hospital in California, optimizes the hospital's software investment by using TechSmith screen capture and recording software for both corporate communication and hospital training needs.

Currently, Eric and other Physician Liaisons are challenged with the task of creating tutorial documents and videos for doctors and office staff of all ages—from recent graduates to those in their 70's. Functioning as the cornerstone that brings IT and physicians together, the Physician Liaisons use Snagit and Camtasia Studio to create on-demand training materials—like documents and videos—that physicians can view at their convenience.

"Because of Camtasia and Snagit we can quickly create user guides, instructional videos, and duplicate webinars that provide our physicians with the information and access they need, when they need it" —Eric Jorgensen

The Physician Liaisons use Snagit to capture images and create user guides on the hospital's Electronic Health Record (EHR) system and data network for physicians and staff at the corporate level. Snagit is used to capture and edit images of the workflow in the system. By adding effects like text boxes, arrows, and black out or blur options the Physician Liaisons can either point out the most important sections of the tutorial, or cover up patient information to meet HIPAA confidentiality regulations.

"We all learn differently and for some people the text is sufficient, but for the majority of people it is so much easier to navigate the system when they know not only what they should be looking at, but also where they need to click, or type in their username and passwords. " —Eric Jorgensen

Along with Snagit created user guides, Physician Liaisons also use Camtasia Studio to record training videos, as well as capture educational webinar sessions and either make them into a CD, or send them to the hospital's SharePoint site. Physicians, nurses and staff can view the videos when it fits into their schedule, and instantly get the information they need in order to provide the best patient care possible.

Eric is an experienced Snagit and Camtasia Studio user and first began utilizing TechSmith screen capture and recording software as a Collaboration Technology Specialist in a corporate office. As a member of Collaboration Technology Services, Eric worked with roughly 4,000-5,000 individuals spread throughout the Western United States. In that role, he helped create how to guides, instructional videos, and helped leaders in the corporate office create training materials to be disseminated throughout the organization.

"If we only had text to rely on, I believe the end user success rate would drop from almost 100% to somewhere closer to 50%" —Eric Jorgensen

Camtasia Studio and Snagit provide easy access to clear tutorial documents and videos that physicians can refer to if they ever need a refresher. The tutorials that Eric and other Physician Liaisons create using TechSmith's Snagit and Camtasia Studio software, allow them to communicate more effectively and train more people in the process, which saves the hospital valuable time and money.