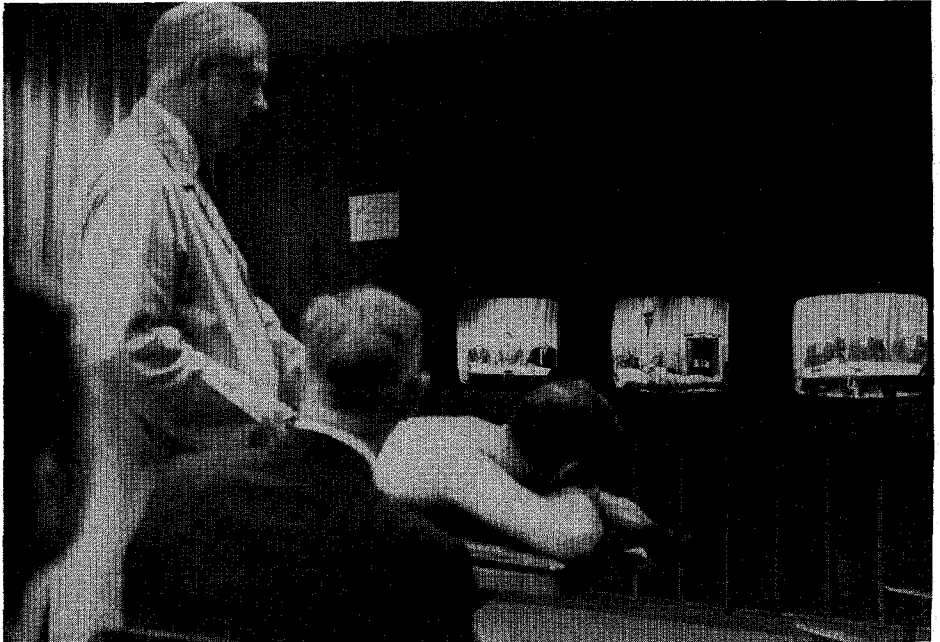


CCTV In Industrial Medical Education

An industrial medical department remains modern only so long as it keeps abreast of new discoveries and developments in the field. Realizing this, the New York Telephone Company medical department has added a new ingredient to its continuing program of medical education: the use of closed-circuit television to enable

outstanding practitioners to instruct its doctors and nurses.

The two-way, multi-location television arrangement, an industry first, makes it possible for medical department personnel located in many parts of the state to participate simultaneously in lectures and discussions. It is like a regular medical conference ex-



Multi-location, closed-circuit television is now being used by many industrial concerns to enrich their educational programs for technical and professional personnel. Members of the New York Telephone Company medical department, for example, recently gathered at four separate locations to watch a noted physician demonstrate various new techniques for diagnosing back ailments. Three wall-mounted monitor screens enabled the lecturer to maintain visual as well as voice contact with the remote locations. The center monitor served a dual purpose. It could either show one of the remote audiences or, by the push of a button, give the speaker a "self-view" picture.

cept that little or no traveling is involved for the audience.

In the initial closed-circuit television meeting, for example, about 30 doctors gathered in four separate locations to take part in an 1½-hour lecture on the diagnosis of back ailments. The lecture was given by Dr. John M. Mennell, associate professor of physical medicine and rehabilitation at the University of Pennsylvania Medical School.

Speaking from a television conference room at the New York Telephone Company's downtown Manhattan offices, Dr. Mennell demonstrated a number of techniques that he has pioneered to diagnose back ailments.

Three television cameras—one for close-ups, the second for wide-area viewing and the third mounted overhead in the ceiling—made it possible for the doctor to demonstrate a large number of diagnostic procedures.

There were also three well-mounted monitor screens in the conference room that made it possible for Dr. Mennell to maintain visual as well as voice contact with the three other locations.

One of the three monitors served a dual purpose. It could either show one of the remote audiences or, by the push of a button, be used to give the speaker a "self-view" picture. By seeing himself in the monitor, the speaker could make sure that he was standing in the right position and that his visual display materials were being transmitted clearly.

"For all practical purposes, the closed-circuit television presentation put the participants right in the main conference room," said Dr. Gilbeart H. Collings, Jr., general medical director of the New York Telephone Company. "The ability to bring the speaker to the doctors contributed significantly to the success of the conference.

IT'S ONE THING TO KNOW SOMETHING BUT QUITE ANOTHER TO PUT IT ACROSS

If your trainers know their subject, that's one thing, but being effective and interesting when teaching is another.

Regardless of the experience your trainers have had in teaching, just beginning or well seasoned, the two-week

Course in Instructional Techniques

provides the basics or refresher that will give them the confidence and special skills required of an instructor.

For Course schedule and brochure

write **MANAGING DIRECTOR, EDU-CON INTERNATIONAL LTD.**

5253 DECARIE BOULEVARD, MONTREAL 29, QUEBEC

phone (AREA CODE 514) 481-5669

Plan to send your trainers to a scheduled course or let us take it to your group.