

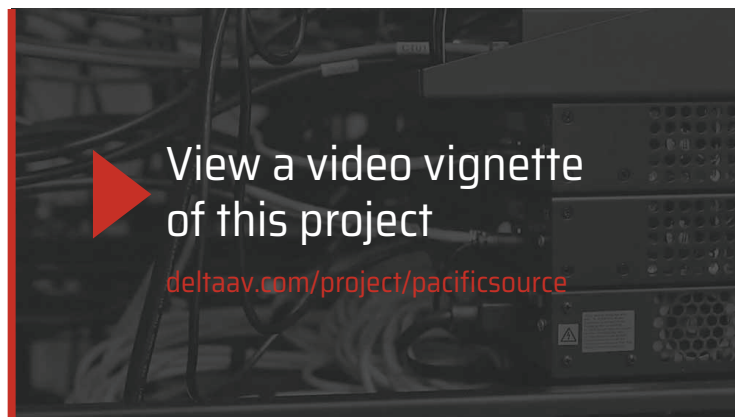
Case Study: PacificSource Health Plans



As a regional insurance agency, PacificSource Health Plans strives to provide high quality yet affordable health care plans to its customers. But it's precisely the expansive distance of its coverage—from helping customers in Portland, Oregon to Boise, Idaho to Montana—that can lead to a lot of expensive travel on the part of its employees.

Furthermore, PacificSource was using one woefully inept conference room to provide remote training and meetings. This conference room, with just a phone jack into the floor and an outdated projector, was falling well short of what the company needed to support its expanding operations.

They needed not a conference room, but a more powerful and streamlined conference center that allowed them to have more effective and efficient communications with several different and distant offices. Knowing this, Bret Doser, audio-visual specialist at PacificSource, reached out to Delta AV for a solution.



Primary conference room

Removing the Pain Points

After conducting many frustrating and one-sided meetings in which the only person truly heard was the presenter, clear and intelligible audio was the primary priority for PacificSource. Delta designed a system that allowed for more collaborative meetings in which everyone could be heard and thus participate, including the previously left out people in other conference rooms in different cities. The result was an interactive experience that accomplished the goals of each meeting, while saving money by cutting transportation costs.

More specifically, Delta's solution was the development of the conference rooms known as MacKenzie East and West—two rooms separated by an air wall, with separate technology systems. Once the air wall retracts, the technology systems once again combine

meetings and training programs over vast distances. This resulted in increased productivity while allowing PacificSource to keep the costs of such communications and trainings down. The MacKenzie room(s) eliminated the obstacle created by distance.

Delta continues to support these systems through remote management and monitoring and on-site repair, thanks to its dedicated support team.



"I actually sleep good at night knowing that if I do have a problem, I can contact Delta and they will be on-site literally the next day," says Doser. And it's a support that goes beyond experience, knowledge, and technological resources.



Multiple displays, including confidence monitors that allow presenters to stay focused were installed throughout the space supporting PacificSource's need for versatility. The 9K Lumen projectors and touchscreens were more reliable and better-suited to the interactive nature of the meetings that PacificSource conducted.

A Sustainable Solution

Once the installation was complete, Delta introduced a number of resources that allow PacificSource employees to continue to build, design, and implement successful

"Delta AV has taken a personal touch with PacificSource. I feel like they're part of our family."

— Bret Doser
Audio-Visual Specialist

How can we bring your vision to life?

Contact us today: 503.907.0137 • deltaav.com

