



University of California, Santa Barbara
Hosford Counseling & Psychological Services Clinic

Overview

For years the Hosford Counseling and Psychological Services Clinic has been searching for a way to incorporate technology into the teaching of its graduate student clinicians. When faced with the challenge of capturing the interaction between clinicians and clients in its newest building, they chose Advanced Media Design's MediaPOINTE solution. Bill Doering states, "Our new building is a building filled with technology. The MediaPOINTE solution has allowed us to leverage it for effective teaching." According to Heidi Zetzer, PhD, the clinic's Director, "We use MediaPOINTE primarily for teaching, training and research purposes. It is very helpful for the students to be able to show some of the interaction with the client in order for the supervisor to make the best recommendations as far as the treatment approach. One of the best aspects of this system is the ability to identify small snippets of a session and use it for research; looking at the interpersonal behavior between the clinician and client, looking for changes in their working relationship, or what we call 'the working alliance' and looking at how the clinician and client interact if they are from different cultural backgrounds."

A solution that delivers...

When turning to a recording solution for clinician/client interaction, the clinic needed the system to be easy enough for the students and supervisors to use, yet powerful enough to handle the large amount of data created in the interview rooms. As Zetzer states,

"simplicity is the key. All of the complexities are behind the scenes." Doering elaborates, "It gets the audio and video exactly the way we want it. And on the server side, (Ensemble) gives us a platform to leverage having the videos and sharing them between the clinicians and supervisors so that they can do the analysis and



correction to help develop these students into future professionals. MediaPOINTE's DMRs, combined with Ensemble, have been able to deliver the standard operation that does not fail us."

Security was a major concern...

HIPAA compliance and system security were major considerations for the clinic when choosing a solution and MediaPOINTE was there to meet its needs. “We spent years looking at the different options. We searched all the major vendors in the space.” states Doering, “ MediaPOINTE really rose to the top as a one-stop opportunity for us.” Zetzer adds, “The students are able to access the system, do their recordings and manage them in a way that maintains the security of the recordings which is very important to us.”

“We developed a great partnership with Advanced Media Design (AMD).”

As we all know, the products themselves are only a part of the solution. Equally as important is developing a constructive working relationship between the customer and the vendor. This partnership is crucial for success. According to Zetzer, “It has been a very nice collaboration; a good working relationship. It’s the product itself. But it is also the service that goes along with it. I have not seen this level of technical support before. We get immediate answers to our question. We get face to face interaction with the technical staff. And we also feel as though we are heard when we speak.” Doering adds, “AMD was outstanding in being there for us. We had to throw this system right at the real users and AMD has been there with us the entire time.”