



GoToWebinar
by LogMeIn



GoToMeeting
by LogMeIn



Swansea University
Prifysgol Abertawe

Medical School
Ysgol Feddygaeth

SUCCESS STORY: SWANSEA UNIVERSITY MEDICAL SCHOOL

Swansea University Medical School is one of six Welsh and Irish universities that are partners in the Celtic Advanced Life Science Innovation Network (CALIN), a project supported by the European Regional Development Fund through the Ireland Wales Cooperation programme. This network helps businesses to innovate, grow and develop new life-changing health products. CALIN provides access to technology, research support and scientific expertise in advanced medical and pharmaceutical sciences. For more information, visit www.calin.wales

LEARN HOW CALIN IMPROVED BUSINESS COLLABORATION AND ENHANCED LIFE-SAVING PRODUCT DEVELOPMENT

Challenge

When CALIN was established, its aim was to assist more than 200 businesses across Ireland and Wales, and to provide specific research and development projects for at least 40 companies.

Dr Gareth Healey, Senior Lecturer at Swansea University Medical School, says: *"We realised that effective communication was the key to the success of our network. We needed to properly understand what businesses required so that we could match them to the right specialists to develop their products. A major challenge was working out how to communicate clearly and easily across two countries, with multiple research institutions and many businesses."*

Solution

Swansea University selected LogMeIn's GoToMeeting and GoToWebinar to provide the unified collaboration capabilities needed by CALIN. Dr Healey explains: *"The GoTo suite of tools stood out for me because we needed something that was easy to use and could be readily adopted by our partners. We had a lot of support from the LogMeIn onboarding team, and our partners were quickly able to begin collaborating online."*

GoToMeeting is used across the network multiple times per day to facilitate online meetings between partners and businesses. Participants can join meetings remotely from any location, so there is no need to travel.

Initially, GoToWebinar was used to host webinars to promote the activities of CALIN and to establish best practice. The ease of use meant the tool was soon deployed more widely to deliver webinars to students on Masters courses at Swansea University. A series of webinars has now been developed to teach modules specifically designed for distance learning.

Results

Implementing GoToMeeting and GoToWebinar has enabled academics, businesses and specialists to communicate often complex ideas effectively and easily among multiple parties in different locations. **The resulting cost and time savings are considerable**, while the quality and frequency of communication and knowledge-sharing across CALIN has been greatly enhanced.

In addition, **GoToWebinar has enabled Swansea University to enhance its teaching in advanced medical sciences**. It can now reach out to students beyond the classroom, and host webinars by experts from outside the university to widen the pool of expertise available to students.

Dr Healey adds: *"A key success measure for CALIN is the number of collaborations we develop. Using the GoTo tools has **reduced the time it takes to contact businesses and develop projects**, while enabling our projects to be managed more effectively and proactively. We want to continue growing our network, and the GoTo products have an important role to play in helping us do that."*

"GoTo collaboration solutions have helped us widen access to our expertise and improved our ability to collaborate with partners and businesses. As a result, we have increased the number of life science products we support onto the market, and increased the number of businesses we can help to grow."

Dr Gareth Healey, Senior Lecturer & Associate Director of Enterprise & Innovation,
Swansea University Medical School

Enabling a large, distributed workforce is a real challenge for many organisations.

Contact us to discover how to support your growing business at scale at www.goto.com or call us at 1 888 646 0014.