



Surgical Collaboration on the Medical Campus: How CREA UCP Closes the Gap

by Editorial Team

The Problem

In most teaching hospitals and medical colleges, surgical knowledge stays locked inside the OT. Residents crowd around the table. Faculty review cases from memory. Intraoperative consultations happen over phone calls. CME sessions are coordinated manually across disconnected systems.

As surgical volumes grow and training demands increase, institutions need a structured,scalable way to connect the OT with the classroom, the faculty room, and the wider campus.

What is CREA UCP?

CREA UCP (Unified Communications Platform) by Esbee Dynamed is a browser-based, vendor-neutral platform that connects the OT with the rest of the medical campus — securely and in real time.

It gives hospitals and medical colleges unified access to:

- Live 4K/HD surgical feeds
- Archived procedure videos and images
- Annotation and case review tools
- Video conferencing for intraoperative consultation
- Calendar-based scheduling for teaching sessions and CMEs
- Live-streaming with branded event microsites

No software installs. Role-based access. Compatible with CREA OR systems and existing third-party AV setups.

Where It Makes a Difference

OT to Classroom

Live surgical streams go directly to lecture halls, simulation labs, or auditoriums. Students and residents observe procedures in real time — without entering the sterile field.

Intraoperative Consultation

Surgeons initiate secure video consults with specialists — within the same campus or at an affiliated centre — without leaving the OR. Faster decisions. Documented interactions.

PG Teaching & Case Review

Recorded procedures are stored, tagged, and annotated. Faculty use them for Grand Rounds, M&M discussions, and fellowship training. No more relying on recall or informal handoffs.

CME & Institutional Events

Medical colleges can stream live surgical demonstrations to registered delegates, host webinars, and manage CME scheduling — all within one platform, with branded access portals.

Stakeholder Impact at a Glance

Stakeholder	Key Benefit
UG / PG Students	Live HD OT observation from the classroom
Faculty & HOD	Annotated case library; structured review sessions
Operating Surgeon	Real-time intraoperative video consultation
Dean / Admin	Centralised access control and activity visibility
CME Coordinator	Integrated scheduling and branded event portals

Why It Matters for Medical Institutions

CREA UCP is not a conferencing add-on. It is purpose-built for surgical environments — with the security, workflow integration, and media management that clinical teams actually need.

For medical colleges and teaching hospitals, it turns the OT into a connected learning environment: accessible to students in the lecture hall, faculty in the seminar room, and specialists across campuses.

To see CREA UCP in your institution, connect with the Esbee Dynamed team for a demonstration.

Esbee Dynamed specialises in OR integration and connected surgical instrument tracking solutions. To learn how we can support your operating theatre, contact our team.

Write to us at info@esbeedynamed.com for more info.