**SightCall and B. Braun Digitize Home Hemodialysis Treatment with Live Video Support for Patients**

*B. Braun Dahiem service experts are now using remote visual assistance to guide patients through home hemodialysis treatment using SightCall Visual Support for Salesforce Lightning.*

SAN FRANCISCO and FRANKFURT, Germany (PRWEB) February 21, 2019 -- SightCall and B. Braun today have announced a successful deployment of live video assistance in the digital transformation of home hemodialysis care. Available for patients of B. Braun’s new home service dialysis concept “Daheim,” the video service is powered by SightCall’s native, omni channel integration within Salesforce Lightning.

B. Braun home dialysis patients now receive one-click visual support from Daheim service experts at the B. Braun headquarters in Melsungen, Germany. Backed by SightCall’s enterprise grade video cloud platform, the B. Braun expert can view and analyze patient issues by connecting to the camera on a tablet provided with the home hemodialysis system. With live pointer and telestration capabilities, the expert can direct the patient for better visibility of the issue, saving relevant information to the case file for continuity and quality assurance. Patients can expect quick and direct help with all application and service issues relating to home dialysis.

“Digital technologies allow us to get in direct interaction with our patients and enhance their customer experience, confidence and independence – notably in home dialysis self-treatment. To have the ability of face-to-face communication with an expert helps the patients to feel more comfortable in case of technical problems or unexpected events,” commented Dr. Jan Lessing, Director Digital Innovation Consulting, B. Braun. “We prefer SightCall because of their seamless and powerful integration in our Salesforce-based patient application. SightCall’s features and infrastructure guarantee reliability and scalability in other use cases as well.”

“Now that B. Braun is offering fully digitized remote hemodialysis, customers can have renewed confidence in treating themselves at home,” stated Hans Göttlinger, Managing Director for SightCall Germany. “Our technology ensures that home service patients will have any concerns about operating and maintaining their equipment answered quickly by an expert. Fully transparent through the integration with Salesforce, the B. Braun Daheim service team can easily see how the customer is doing, monitor the status of the system and follow each and every customer interaction visually to guide them through technical issues on their home hemodialysis journey.”

Today, the majority of Germany’s 80,000 hemodialysis patients receive four hour treatments in clinics, three days a week. The home service concept by B. Braun enables patients with kidney problems to adapt their therapy to their everyday needs. With access to SightCall visual assistance, and therapy data transfer directly from the dialysis machine to the center, the concept is a unique digitization in the field of home hemodialysis.

About B. Braun

B. Braun is one of the world's leading manufacturers of medical devices and pharmaceutical products and services. With 63,000 employees in 64 countries, B. Braun develops high quality product systems and services for users around the world. In 2017, the Group generated sales of approximately €6.8 billion. Every service provided by B. Braun incorporates its entire expertise and the company's deep understanding of users' needs. In developing its products, product systems and services, B. Braun acts like a sparring partner. A companion who promotes developments through constructive dialog and the motivation to improve things. With its constantly
growing portfolio of effective medical care solutions, B. Braun makes a substantial contribution towards protecting and improving people's health. [www.bbraun.com](http://www.bbraun.com)

About SightCall

SightCall is a leading video cloud platform delivering AR-powered interactions for enterprises. In a connected, mobile world, businesses leveraging SightCall have the ability to see remote issues and guide customers or technicians without ever coming onsite. SightCall integrates easily into existing business processes and CRMS, as well as mobile apps. With over 1 million downloads and a decade of experience, SightCall is trusted by global leaders including Bosch, Allianz, Terex, AETNA and Kärcher, and partners including Salesforce, GE Digital by ServiceMax and Accenture. SightCall is headquartered in San Francisco with offices in Frankfurt, NYC, Paris, London and Singapore. For more information visit: [www.sightcall.com](http://www.sightcall.com)
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