

Medical College of Wisconsin Uses Mobile Devices to Advance Education and Research

The Client

The Medical College of Wisconsin (MCW) is a major academic medical center, the largest research institution in eastern Wisconsin and second largest in the state. Throughout its history, faculty, scientists and physicians have generated more than 200 discoveries that have helped to save lives and improve health.

Each year, MCW physicians, physician assistants, nurse practitioners and other providers care for more than 425,000 patients, representing more than 1.6 million patient visits. On the education side, there are more than 1,260 students enrolled in degree-granting educational programs at MCW, including 810 medical students and more than 450 graduate students.

The Challenge

Recognizing the important role technology plays in clinical and research settings as well as in the classroom, MCW wanted to implement an enterprise mobility management (EMM) program to equip thousands of students, faculty and staff with access to the institution's resources on an MCW issued or personally-owned tablet or smartphone, while enabling IT administrators to manage the devices simply and securely. "When your mobility strategy includes a bring your own device (BYOD) component, the real key is protecting the entire device without compromising an individual's right to privacy," said David Hotchkiss, chief information officer and vice president of information services at MCW .

"Our unique approach to a complex and sensitive problem has enabled MCW's faculty, staff and students to excel in their respective roles," said Hotchkiss. "Today's computing environment is one defined by an individual's preference to learn, work and play where, when and how they wish. Unfortunately, one's preference often conflicts with the growing number of information security threats. AirWatch has helped us bridge that divide."

To mitigate those threats while enabling students, faculty and staff to excel in their work, MCW needed to implement an EMM solution. The college's cross functional team evaluated a number of solution providers before selecting AirWatch[®] by VMware[®]. "The final decision to go with AirWatch was quite



Solution Overview

- Client: Medical College of Wisconsin
- Industry: Healthcare
- Geography: North America
- Features: BYOD, MDM, MAM, MCM, MEM, AirWatch App Catalog, AirWatch Browser
- Infrastructure Integrations: Active Directory
- Devices: 1,000 – 5,000



simply based on the rich flexibility of the product features and the excellent support we received. The AirWatch team walked us through each phase of testing and the initial beta deployment," Hotchkiss explained.

The Solution

After selecting AirWatch, one of Hotchkiss's first priorities was to work in partnership with student, faculty and staff leaders across the institution to plan and implement an EMM program that would secure more than 4,300 tablets and smartphones in use throughout the institution. Approximately 80 percent of these devices are personally-owned. Prior to AirWatch, MCW used the native Exchange PIN requirement for securing mobile devices that accessed the institution's Microsoft Exchange server. Although MCW's decision to implement AirWatch was not the result of a breach, Hotchkiss emphasized that the absence of a breach does not indicate a secure environment. "AirWatch is an important part of our EMM program and multi-tiered strategy for managing and securing mobile devices," he said. "Our goal is to provide individual empowerment within a balanced institutional security program, which AirWatch does."

Throughout MCW's campus, faculty members rely on AirWatch-managed smartphones and tablets to access enterprise email, contacts and their calendar. In the classroom, students use mobile devices to participate in real-time polls through the college's Audience Response system and access collaboration tools and resources like Evernote. Within the clinical entities with whom MCW partners, clinical faculty depend on mobile devices to access hospital resources, administrative tools and patient data. "Our focus is on the empowerment of individuals to securely work when, where and how they wish," said Hotchkiss.

MCW's IT department uses AirWatch[®] Mobile Application Management to easily manage internal, public and purchased apps across personally and institutionally-owned devices. "Through AirWatch, our skilled support team can quickly and efficiently deploy apps to devices without impacting a larger portion of the support staff, which allows them to focus on other projects," said Hotchkiss. Today, MCW's end users can visit the custom-brandable AirWatch[®] App Catalog to view, browse, search and install public, internal, recommended and Web applications. For example, the AirWatch App Catalog simplifies the distribution of electronic textbooks to a student's mobile device and streamlines the process used to verify that each student has the required materials before the academic year begins. "Since implementing AirWatch, we've achieved a healthy balance of security and empowerment. Our MDM strategy provides the flexibility our users need while maintaining an aggressive information security program," said Hotchkiss.

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– David Hotchkiss
CIO and Vice President
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