

Scala and Healthcare



While in the doctor's waiting room, patients can view instructional content that helps them communicate with their physicians during their visit.

Waiting - both in rooms and lines - is something people do a lot in the healthcare industry. With such a consistently captive audience, your office or hospital can take serious advantage of those flipping through old magazines and pretending they're not watching the soap opera on your waiting room TV.

Change the dynamic of your waiting-room areas, lobbies, kiosks or training facilities with a quick and easy deployment having all the efficiencies and economics of being centrally managed.

Post privacy notices and insurance provider updates in minutes from the comfort of your desk, and provide an easily navigable way finding system.

Digital signage serves up these great benefits:

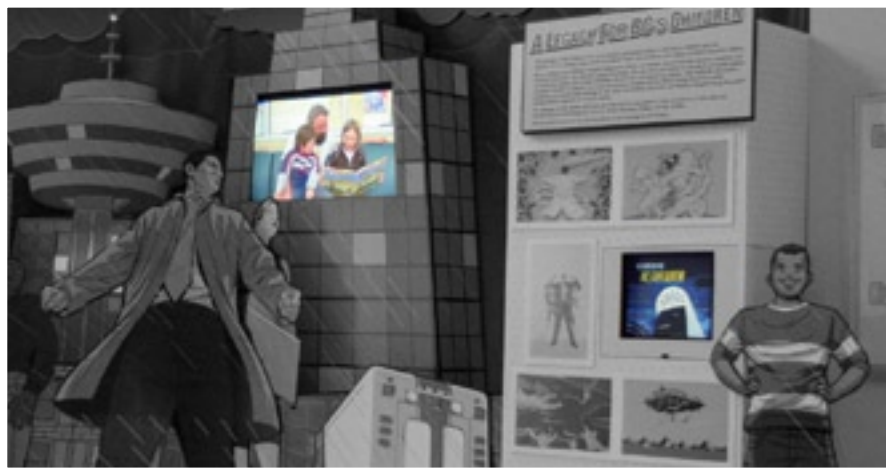
- A new stream of revenue by selling appropriate advertising on your network
- Decreased wait time with an interactive, engaging network
- Efficient, effective and strengthened staff training
- Listed hours of operation and services available (at each location)
- Promotions of healthy lifestyles with daily tips based on time of day and year
- Descriptions and explanations of specific conditions or treatments
- Reduced staff interruption and improved patient experience with touch-screen directories and info-systems

- Reinforce your organization's brand and message
- Use as staff communications tool, patient/client information point or both.

"Scala gives me the tools and the flexibility to present our information in ways that are amazing."

*Caleb Sexton
Director of Content
emebaVet*

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*"The software is straightforward and simple for what we need to do. I check the software daily to make sure it's running, but other than that it manages the wall on its own. It's fairly simple."
-Chris Sweeting, Web and Technical Support Specialist*

So...what do you think? We are confident that if ANY of the following apply to your company, digital signage could benefit you:

- Multiple locations
- Desire for an additional revenue stream
- Need for emergency alert systems
- Limited onsite staff
- Remote sites that require communication from other locations/campuses
- Staff training required
- Looking to reduce costs
- Support for "green" initiatives
- Seeking communication improvements

"Since Clinic TV is a specific targeted Channel, the nature of most content is medical and includes information on different diseases and their cures, medical tips, medical curiosities, answers to frequently asked questions, symptoms for diseases and so on."

*Gabriel Faflei
General Manager
Monopoly Media*

These **Real World Successes** will paint a clear picture:

- **Location Cross-Promotion:**
Holzer Clinics, an eight location healthcare operation, began cross-promoting services from one location to another over six counties in Ohio and two in West Virginia in the US.
- **Unique Messaging:**
Each of 40 clinics in Bucharest, Romania distributes its own unique messages to their patients using **Clinic TV**.
- **A National Connection:**
The Veterinary Clinic Network is a 250 veterinary location digital signage network with content consisting of entertainment, education, news and weather, public service and commercial announcements... all in HD.
- **Medicine Promotion:**
The **Pharma Channel** was created in the Moroccan market to offer a new, digital and interactive advertising channel in pharmacies where pharmaceutical companies advertise to increase their sales.
- **Improved Communication:**
Novartis implemented a digital sign network resulting in improved employee communication and reduction of corporate communications cost.