



Content marketing with digital signage

Helping brands connect with customers through targeted, relevant content.



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Case Study: Health Care

Opportunity:

Enhance brand image and increase patient communication touch points through a measurable channel.

Situation:

Mercy's Senior Marketing Director, Steve Drake, is excited about the potential for positive patient and visitor impact digital signage presents. "At Mercy, we are committed to superior patient care and remaining at the forefront of technological advancements. Our goal with this initiative is to provide patients, care givers, and visitors with useful information to help shape their health-care decisions. We believe a content program on digital signage can help us extend our communications at a critical point of care."

Results:

Mercy launched their program with a 4-unit network in three of their clinics. Two are urgent care and one is a family practice. Should the program perform as expected, the possibility of a larger-scale roll-out exists.

Mercy Cedar Rapids noted these survey results following patient exposure to the digital signage content:

- 94% of respondents indicate watching the content segments.
- 84% report learning something new by watching.
- 63% indicate learning information that they'll share with friends or family.
- 76% state that watching the video is a helpful way to pass the time.

* Pool of 300 patients during three week anonymous survey assessment.

Details:

Objective: Augment patient communications at the critical point of care, when patients and visitors are most inclined to be receptive to health-related information.

Configuration: Four 42" LG HD displays, wall-mounted
Four Wi-Fi-enabled digital media players

Content: Opening brand/image montage, service line promotional segments, topical health segments, community event advertisements, and local news and weather updates.

Role: Ovation consulted with Mercy Cedar Rapids to determine the appropriate technical solution, and led content planning which helped identify available brand assets, key topics, and relevant seasonal messaging. Ovation developed about half of the 35 minute content loop, including some original music and voice-over production and mixing. Several segments were also re-purposed from Mercy's broadcast (local cable) content.

With an eye on quantitative insights, Ovation crafted a survey instrument distributed to patients and visitors. Compilation and analysis of the results led to our report, "Patient Says: Digital Signage An Effective Communication Channel."