



*"With Ovation's digital signage solution, we integrated a great product into our marketing mix that is entertaining and educational to our clients/patients."*

**Marsha Dorhout**  
Director of Marketing, Planned  
Parenthood of The Heartland



## Content marketing with digital signage

Helping brands connect with customers through targeted, relevant content.



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# Case Study: Health Care

## PROBLEM

**How can a healthcare provider educate patients and inform their decision-making?**

For patients, the time spent in a waiting room is notoriously long. By contrast, the time a physician or clinician has available for seeing patients is growing shorter and shorter.

## SITUATION

Planned Parenthood of San Diego and Riverside Counties operates 19 clinics in the greater San Diego, CA area. Each year, over 400,000 patients seek direct service, education, and advocacy support from the dedicated clinical and administrative staff. With the ever-increasing need to **"do more with less,"** the non-profit organization sought solutions to help them preserve their mission of providing broad public access to reproductive health care.

## SOLUTION

Planned Parenthood chose to employ a comprehensive **content marketing program** using digital signage placement in the waiting rooms of their facilities. Given the organization's objectives, audience profile, and typical dwell time, their leadership believed **digital signage** would provide a venue for comprehensive, reality-based sexuality education designed to help patients and visitors acquire skills to make responsible decisions.

## RESULTS

Initially a trial consisting of three units when the program began in spring 2009. Almost immediately, plans began for a full 20-unit roll out among all facilities.

Planned Parenthood gathered the following survey results following patient experience with the digital signage:

- 90% "Strongly agree" or "agree" to being entertained while waiting.
- 85% reported learning something new.
- 87% indicate they'll give greater thought to their choices.
- 86% reported "good" to "excellent" rating on the content.

\* Pool of 904 patients during three week anonymous survey assessment conducted electronically.

## DETAILS

**Objective:** Increase Planned Parenthood's reach among core audiences to educate and inspire word-of-mouth.

**Configuration:** Twenty four 42" HD displays on table mounts  
Twenty four Wi-Fi connected digital media players

**Content:** Syndicated infomercials, on-location reporting, mini-dramas, RSS, popular music video, and announcement/informational content. Both English and Spanish languages used.

**Role:** Ovation consulted with Planned Parenthood to determine appropriate technical solution, and delivered both hardware and software. Ovation also serves as sourcer/supplier of music video, and provides design support.