



Implementing ChannelCare™ digital signage at your Hospital

THE POWER OF DIGITAL SIGNAGE

Digital signage never misses its intended audiences. It touches people wherever they walk, wait, work, eat, or congregate, and has the power to transform behavior. Digital signage reaches out in high definition displays, captivating audiences with 2D and 3D graphics. As a real time communications medium, digital signage yields immediate financial, political, and organizational ROI.

WHY VERICOM'S CHANNELCARE?

Vericom has a proven track record serving hospitals and can handle every aspect of your digital signage effort. We recommend you review Vericom's "**What you need to know in planning and budgeting for digital signage in healthcare**" (Visit <http://www.vericom.net/solutions/channelcare.html> and click on the title.)

ChannelCare is turn-key digital signage. Vericom takes the time to get to know your hospital, performs a facility survey, manages the installation and product launch, and provides custom content development, software training, and ongoing service and support. ChannelCare also has a library of existing healthcare content for you to utilize and customize.

The following outlines the process for determining your digital signage needs and implementing ChannelCare at your hospital.

SITE SURVEY AND SURVEY REPORT

By literally walking your floors and hallways, we learn all we can about your facilities and business. The site survey enables us to guide you through every step of the digital signage process.

- Vericom comes to your facility and conducts the survey on site. We get to know your hospital and your needs, your intended audiences and associated traffic patterns—where audiences wait and congregate. We also determine monitor sizes and locations, the number of media players necessary to support these monitors, and other equipment requirements.
- We coordinate with your IS/IT and facilities personnel regarding required electrical drops and network connections.
- We summarize survey results in a detailed survey report, including photographs showing proposed monitor locations. The information gathered during the site survey also enables Vericom to provide a detailed project proposal including price quotation.

BRANDING

We collaborate with you on your branding efforts to develop monitor displays that uniquely position your hospital.

DEVELOPING YOUR UNIQUE CHANNELCARE COMMUNICATIONS NETWORK

Vericom works with you on your communications objectives, audiences, channel formats, and monitor locations to help provide optimal programming. Using **Vericom Content Management System (VCMS)** web-based software, you can create and schedule content before hardware installation is complete.

TRAINING

We provide training on site and/or via web conferencing to ensure you optimally use VCMS software. Our training will guide you in developing and managing most effective programs for your audiences.

AUDIENCE-CENTERED CONTENT LIBRARY – INCLUDED AT NO ADDITIONAL COST!

Content is our area of expertise! Select already-created messages from our **ChannelIdeas Library**, including high-end animations called ChannelMations. Use messages “as is” or include your own call-to-action tags.

CREATING YOUR OWN CONTENT

VCMS provides many other options for developing content:

- Create your own messages via Online Editors
- Collaborate online with Vericom to create custom messages exactly the way you want
- Upload your own graphic files to play in your programs
- Do any combination of the above!

INSTALLATION

We install and test monitors, media players, and associated equipment.

ONGOING SUPPORT

The Vericom team, with expertise in digital signage hardware and software, installation, and healthcare content creation and management, will guide you through the implementation process. Your dedicated ChannelCare Client Representative will provide exceptional customer support and assist you in creating effective digital signage campaigns for all your audiences. Vericom will also monitor your ChannelCare system and provide ongoing technical support. Financing options are available if needed through one of Vericom’s equipment financing partners.

You’re in control! Create your messages, schedule your programs, and watch them play!

Please contact us at www.vericom.net or call 800-800-1090 for more information.

