



ChannelCare™ digital signage Vericom Content Management System (VCMS)

ChannelCare digital signage is an internal, visual healthcare communications solution targeting physicians, employees, consumers and patients with audience-centered content relevant to where people work, eat, wait, and congregate. ChannelCare is delivered via high definition monitors, captivating and engaging audiences in real time with 2D and 3D graphics and animations.

VERICOM CONTENT MANAGEMENT SYSTEM (VCMS)

VCMS is a web-based software system designed for healthcare providers to create targeted ChannelCare digital signage messages and programs. This centrally-managed system enables healthcare providers to completely control the creation and scheduling of content displayed on ChannelCare monitors.

VCMS Feature and Benefits

Online Editors – Self-service tools enable you to create unlimited messages, affording you flexibility and real-time communications.

ChannelIdeas Content Library – Our library of messages provides you with a selection of dynamic and diverse healthcare content that allows you to include your own custom call-to-action tags. ChannelIdeas include Monthly Topics as well as ChannelMations, high-end animated messages designed specifically for healthcare digital signage. Our staff RN ensures the clinical accuracy and integrity of all messages in our ChannelIdeas library.

Collaborate with Vericom – VCMS allows you to collaborate online with Vericom so we can create custom messages for you whenever you need them. Vericom will assist as much or as little as



you require. VCMS is easy to navigate, guiding you through the entire message creation and approval process.

Upload your own files – With VCMS you can upload already-created content for delivery to your ChannelCare monitors in real time.

Easy to navigate web-based system – Use VCMS anytime, anywhere you have Internet access. User-friendly icons navigate you through the system and ChannelCare Tips and Quick Start Guides assist you

in developing high-definition content to ensure messages reach your intended audiences.

Dedicated ChannelCare Client Representative

– Assigned to your account to offer support in developing effective, targeted ChannelCare digital signage content.

Unique branding opportunities – Incorporate your unique branding elements into your digital signage network. Every monitor display reinforces your brand identity, using your corporate colors, logo, and/or background images.

Multi-channel monitor displays – Each monitor has the capacity to display different types of messages on unique content areas. Messages can be static, animated, and scrolling, among others.

Plan content in advance – Create messages before new monitors are installed. VCMS allows you to create and schedule messages to play in advance, so when monitor installation is complete your content is ready to play the same day.

Custom scheduling – Schedule programs to play anytime on any of your installed monitors and add and remove messages at your discretion. VCMS scheduling enables real-time communications, so

you can play your messages instantly if desired.

Exclusively for Healthcare – VCMS is designed to meet the challenges, needs, and desired solutions of healthcare marketers as they pertain to digital signage communications.

YOU CONTROL YOUR CONTENT

VCMS gives you everything you need to create powerful digital signage messages for today and plan messages for tomorrow for all of your unique audiences. With VCMS, you will always know when and where a channel is playing, and know every program and message that your audiences are viewing on every monitor.

VCMS SYSTEM REQUIREMENTS

VCMS is on-demand software that only requires access to the Internet and a modern browser. VCMS supports Internet Explorer 6 and 7 on PC platforms (i.e. Windows 2000, XP, and Vista) and Firefox 2 on Macintosh.

For more information about ChannelCare digital signage and VCMS, please call 800-800-1090 or visit www.vericom.net

Create your messages, schedule your programs, and watch them play!

