

Implementing **ChannelCare™** digital signage at your Hospital



The Power of ChannelCare digital signage

Vericom's ChannelCare digital signage, exclusively for healthcare, is an internal communications tool that never misses its intended audiences. ChannelCare consistently delivers "best of class" healthcare communications impacting every stakeholder, at the point of care, every time.

Engaging people wherever they walk, wait, work, eat, and congregate, ChannelCare has the power to transform behavior by delivering relevant and current messages via high definition monitors, yielding financial, political, and organizational ROI.

Why Vericom's ChannelCare?

Vericom has a proven track record of serving hospitals for nearly 23 years, and can handle every aspect of your digital signage effort. Our consultative approach to service and support means we ensure your message reaches its intended audiences to deliver the results you need.

ChannelCare is turnkey digital signage, and our product and service is comprehensive. We take the time to get to know your hospital and your stakeholders. We perform a technical site survey, providing the information you need for budgeting and internal approval. We manage the installation and assist with your product launch, provide custom content development, software training for our web-based software, as well as ongoing service and support. We also offer an extensive health library (at no additional charge) that includes video, inspirational programming, animated messages, weather, AP news feeds, and more. Since we realize it may be difficult to obtain capital dollars to finance a digital signage installation, financing options are available from one of Vericom's equipment financing partners.

Here are the steps we take to assess your needs and ensure a successful ChannelCare digital signage implementation at your hospital:

Technical site survey

We walk your floors and hallways to learn all we can about your facilities and business. With the technical site survey, we can guide you through every step of the digital signage process.

- By conducting the survey on site, we get to know your hospital, your intended audiences, observing traffic patterns and where audiences wait and congregate. We assess monitor sizes and locations, mounting options, the number of media players necessary to support monitors, and other equipment requirements.
- We coordinate with your IS 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. Different levels of user permissions allows you to control access to content creation and management.

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 the 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 – video, inspirational messages, animated messages, weather, AP news feeds, and more. Use messages “as is” or include your own call-to-action tags. It is this call-to-action capability that will get audiences to change their behavior and deliver the results you need.

Creating your own content

Many options are available with the software for developing custom content:

- Create your own messages via online editors. Choose from an extensive library of visually engaging backgrounds, or we can create custom backgrounds for you to use in the online editor function.
- Request Vericom to develop content for you. Our design team is happy to collaborate with you via our VCMS software to create custom messages exactly the way you want.
- Upload your own files to play in your programs. Many file formats accepted.
- Use any combination of the above for optimal programming.



Installation

We install all equipment and test monitors, media players, and related hardware.

Ongoing service and 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 developing effective digital signage campaigns for all your audiences. Vericom will also monitor your ChannelCare system and provide ongoing technical support.

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

We look forward to being your sole source healthcare digital signage partner.