

CASE STUDY: Dominican Hospital

Dominican Hospital Improves Facility-Wide Communications for Patients, Visitors, Staff and Physicians with Cellular Digital Signage

Dominican Hospital, a non-profit member of Catholic Healthcare West and comprehensive care facility serving the Monterey Bay area, states as its mission “to improve the health and well-being of the community.”

Dominican turned to MediaTile’s digital signage solution as an affordable, easy to use means for improving both their internal and public-facing communications.

“To provide patients, visitors and staff with important and timely notices in an attractive format, we have installed MediaTile digital signage in seven locations on both Dominican Hospital campuses,” said Mike Lee, Director of Dominican Communications and Marketing. “Thanks to MediaTile’s built in cellular networking and web-based management system, our communications team was able to get the system up and running with very little effort. Also, keeping the programming fresh, Informative and educational is easy with the MediaCast System.”

With digital signage, the Hospital:

- Improved visibility of its Foundation, which underwrites outreach programs and subsidizes health services
- Updated and modernized its image with a sleek and highly effective device for capturing viewers’ attention
- Improved the quality and timeliness of bulletins and notices
- United various departments and satellite locations which had minimal contact prior
- Controlled outbound messages by creating and managing content from a centralized location
- Created an “Emergency Broadcast” channel feed to distribute alerts instantly

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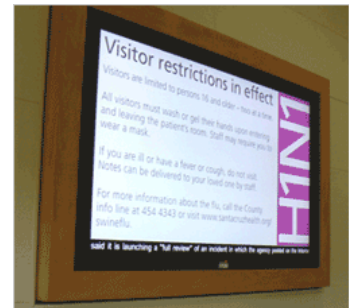
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- Mike Lee

Director, Communications & Marketing
Dominican Hospital

The Problem: Dominican Hospital needed a way to improve communications with patients, and between all offices and departments of the hospital. The facility is comprised of several buildings, and certain areas within the Hospital (nurses’ stations, for example) are geographically staggered, making it difficult for managers and coworkers to interact regularly. The Hospital also wanted to support and promote the important work of its Foundation, which makes it possible financially for Dominican to care for a larger segment of the community.

The Solution: Dominican chose MediaTile’s cellular solution, which enabled them to install the network quickly and easily, and focus on developing quality content. Signs were installed in the lobby and at various points throughout the facility, with varied messages targeting each of Dominican’s core audiences: patients, staff, visitors and physicians. Our easy-to-use web-based MediaCast Portal enables content administrators to schedule fresh content or update it instantly - important for urgent messages, such as the ‘H1N1’ advisory shown above.



The MediaTile Advantage:

- Cellular connectivity eliminates the need to connect to an on-site network
- Simple, easy to deploy Digital Sign in a Box solution
- Commercial-grade high-definition LCD displays that deliver high-impact messages
- Extremely easy to operate and manage using MediaTile’s web-based MediaCast Portal

About MediaTile: MediaTile is the worldwide leader in cloud-based digital signage solutions. A digital signage technology innovator and platform provider, MediaTile was the first company to deliver the advantages of cloud-computing using the unique combination of cellular connectivity and a SaaS-based content management system. The result: MediaTile solutions are extremely simple-to-deploy and easy-to-use. Our cloud-based approach has brought both customer praise and industry awards as it eliminates many of the costs and complexities associated with traditional digital signage and delivers ROI faster. Backed by our MediaServices team, a 99.9% web-application SLA, and end-to-end service and support, your network will be up and running in record time, with record results.



Dominican Hospital

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