

SECTORS //

# Healthcare

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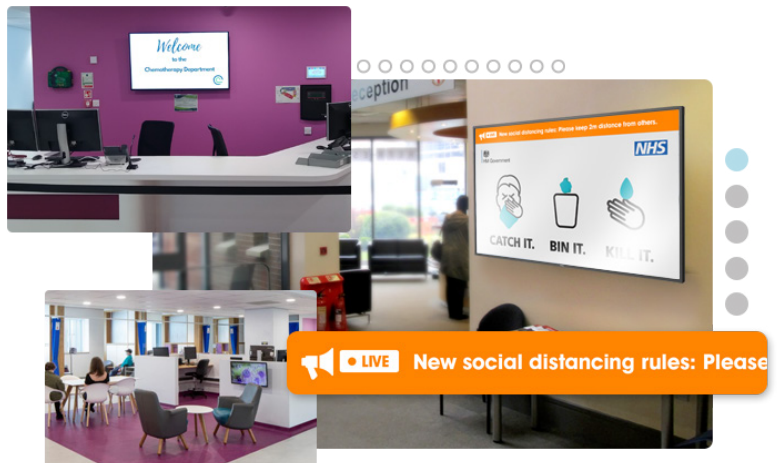
# Digital Signage for Healthcare

NowSignage has worked with the healthcare industry going back to 2013. Our security protocols, the ease-of-use, our class-leading features and value-driven pricing ensure that we are the go-to choice for many NHS trusts, hospitals, pharmacies, doctors surgeries and veterinary practices. The CMS is designed for multi-screen management, therefore, managing a large network of thousands of screens is no more difficult than managing a handful of screens.



## Waiting Rooms & Public Areas

Keep staff, visitors and patients well informed in your waiting area and reception with our multi-zone layouts which can display a variety of dynamic content such as IPTV streams, social media feeds, local weather, local traffic and any other number of free to use applications. With NowSignage, it's easy to create a truly eye-catching digital signage experience to help continually engage and inform your audience.



## Trusted by the NHS

NowSignage has become the digital signage CMS of choice for many NHS Trusts across the UK thanks to our easy to use, highly secure and cost-effective solution. Our advanced reporting and analytics areas help NHS Trusts manage their network of screens and digital hand sanitisers far more effectively and economically, driving huge savings in both staff hours and financially.

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## Health & Safety

NowSignage has a number of free-to-use applications to help maintain the wellbeing and safety of your staff and patients. Our real-time announcement functionality lets you send instant messages directly to your work floor. While our Dispenser Management application monitors digital hand sanitiser usage level and sends automated refill alerts when dispensers are running low.



## Live Content

Our live announcement feature, RSS news and social media feeds allow healthcare facilities to educate and inform their staff and visitors of critical information or relevant news in real-time. Announcements can also be used in waiting areas and public spaces to inform people of health & safety messaging, waiting times or any other pertinent information.

## Digital Menu Boards

NowSignage is used by a variety of QSR (quick-serve-restaurants) and cafeterias in hospitals and clinics to power their digital menu boards, of all sizes and resolutions. Powering digital menu boards through NowSignage gives users the ability to make changes to their screens “on the fly” by instantly amending pricing and pushing new promotional content at the click of a button.



## Wayfinding & Signage

NowSignage can be used to help visitors and staff within healthcare facilities to navigate their way around far more effectively. Screens can be repurposed to help divert people to the right places during busy times or to aid capacity planning and social distancing.



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# Our features provide users with the ultimate out-of-the-box digital signage solution

Unlike other providers on the market, NowSignage provides the very best features to all users at no extra cost. We take feedback from our users every single month on what features they would like to see in our platform and, as such, we are rolling out new features all the time, but your price will remain the same! So, whether you are using our world-first Microsoft Power BI integration, our best-in-class social media feeds or our IPTV features we will never charge you any more than your standard license fee.

01 // Image & Video

02 // Social Media

03 // RSS News

04 // IPTV

05 // Multi-Zone

06 // Scheduling

07 // YouTube

08 // Webpages

09 // Announcements

10 // Google Traffic

11 // Microsoft Power BI

12 // Roles & Permissions

13 // Hardware Management

14 // Proof of Play

15 // Video Wall

16 // Screen Synchronisation

17 // Capacity Management

18 // Dispenser Management

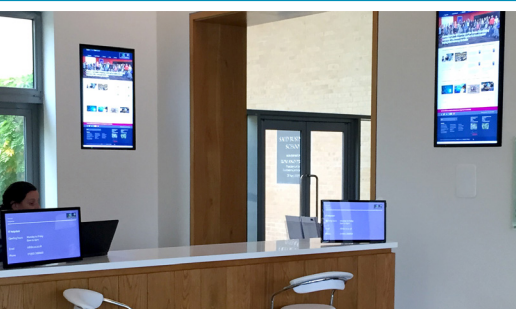
19 // Weather

20 // Google Suite



*"The most advanced, secure & cost effective CMS on the market"*

James Mellor of Coca-Cola Enterprises



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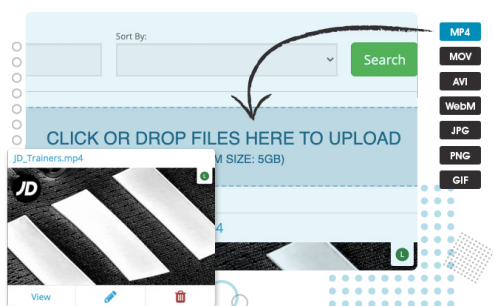
## 1. Most affordable

True SaaS, all users, are granted access to the exact same features and functionality at no extra cost. Our aim is to develop and maintain the best CMS on the market.



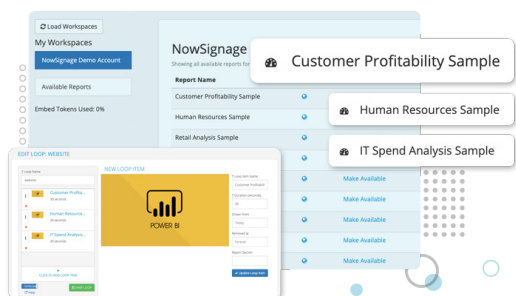
## 3. Easy to use

Possibly the easiest to use CMS anywhere in the world today, which means that any end-user can be fully trained and competent on NowSignage within just 30 minutes.



## 5. Custom integrations

Industry leaders in achieving award-winning direct integrations with 3rd party softwares. When we develop an integration, we do it properly with a full API integration.



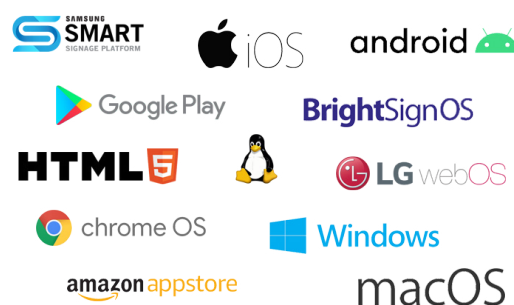
## 2. Secure & reliable

We pride ourselves on maintaining the correct and latest security processes across all aspects of our platform, holding security and compliance in the highest regard.



## 4. Hardware agnostic

Hardware-agnostic through a single codebase, you can therefore rest assured that whatever hardware, media player or SoC, NowSignage will just work.



## 6. Superior support

Uncompromising when it comes to support, we provide unlimited access to pre & post sales support, plus free automatic upgrades as we release improvements.



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# Case Study:

## NHS implement NowSignage digital signage across the UK's leading Cancer Centre



The Clatterbridge Cancer Centre NHS Foundation Trust is one of the UK's leading cancer treatment providers, employing more than 1,400 staff members and treating more than 30,000 cancer patients each year. The new hospital in central Liverpool is part of a £162m investment that will deliver highly-specialist cancer care to the 2.4 million people across Cheshire & Merseyside, and beyond. The new hospital offers a combination of world-class services in a centre of excellence. As such, a leading digital signage solution was required to deliver effective communication to staff and patients across the impressive 11 story hospital.

Susan King, Communications Officer at The Clatterbridge Cancer Centre said: **"From the moment we engaged with NowSignage we were impressed. Their solution met all our requirements, and their support went above and beyond despite the difficulties through the COVID lockdown to ensure we had the digital signage in place for the opening of the hospital. Since the hospital has been open, we've had fantastic feedback from patients and staff, and the system has been a huge help in communicating important messages quickly and effectively to our patients."**

In the past two months, NowSignage has gained great traction in the healthcare sector, being implemented across 4 new NHS trusts to deliver a whole array of digital signage requirements.

In busy hospital environments, reducing the stress and anxiety of patients and their families is of the highest priority. However, with so many messages needing to be conveyed, it is often difficult to do this succinctly and effectively. Traditional printed poster noticeboards are resource intensive and become far too easily cluttered and run the risk of displaying out-of-date content which could present a serious risk.

Digital signage in the healthcare sector allows for unified communication and ensures that only the right messaging is displayed to the right audience, day or night. Inside The Clatterbridge Cancer Centre installed digital signage directly on to SoC (System-on-Chip) displays for use throughout patient waiting areas and staff common spaces. NowSignage serves as a function that allows the marketing teams at the NHS Trust to:

**1. Display targeted content** - Digital signage is used to display national health awareness messages and local organisational messages that informs patients about the available services at the hospital. As well as this, digital signage is also used to help build an important level of trust and a personal relationship between the staff and patients.

**2. Display engaging content** - Digital signage content reduces perceived wait time by up to 35%. Using multi-zone digital signage, The Clatterbridge Cancer Centre has been able to split their screens into three zones. This has enabled them to deliver essential communications alongside content that is intended to entertain and remove anxiety. NowSignage provides all their advanced features at no extra cost, which means you can display live IPTV channels, RSS feeds, social media content and real-time announcements all on screen at the same time.

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In response to the recent COVID pandemic, NowSignage is also being utilised across NHS hospitals throughout the UK, in order to reduce the spread of infection and meet governmental legislations. An example of this is a unique app, available within NowSignage, that integrates with hand sanitiser units. Now commonplace across the healthcare sector, when activated, the NowSignage app prevents dispenser units running out of sanitiser solution by monitoring the solution level and sending automatic notifications when the unit requires a refill.

If you'd like to find out more about how NowSignage is helping NHS Trusts, or would like to implement digital signage across your health practice, then please get in touch via [sales@nowsignage.com](mailto:sales@nowsignage.com).

More information about the The Clatterbridge Cancer Centre NHS Foundation Trust:  
[www.clatterbridgecc.nhs.uk](http://www.clatterbridgecc.nhs.uk)

[www.youtube.com/watch?time\\_continue=7&v=qyR\\_hOxba18&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=7&v=qyR_hOxba18&feature=emb_logo)

Other quotes about The Clatterbridge Cancer Centre NHS Foundation Trust in the news:

**Mayor of Liverpool Joe Anderson said:** *"The opening of the new Clatterbridge Cancer Centre is fantastic news for Liverpool and the region, and for everyone who will receive world-class treatment there. The building, the research and the care that will take place there is a tremendous boost to the city's position as a world leader in medicine – and further underlines the growing international reputation of our multi-billion pound Knowledge Quarter, with the nearby Paddington Village also quickly taking shape."*

**Paul McNerney, Director of UK Building at Laing O'Rourke, said:** *"The opening of Clatterbridge Cancer Centre – Liverpool will enable our remarkable NHS to provide cancer patients from Liverpool and across the North West with the best possible care for many years to come. It is a world-class facility and I am incredibly proud of the workforce, sub-contractors and partners who delivered the final stages of it in challenging circumstances. It adds to our proud track record of delivering vital healthcare infrastructure in Liverpool, where we have previously constructed the Clatterbridge Cancer Centre in Aintree and Alder Hey Children's Hospital, and also have a team delivering the new Royal."*

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