

Case study: Healthcare

Magpies Dental Practice Brush up on their Communications with ONELAN



Case Study: Magpies Dental Practice



Background

Magpies Dental Practice is a modern busy UK National Health Service and private practice, offering a range of treatments and holistic facilities to its patients.

Project objectives

The practice was looking for a way to communicate other services and treatments available which patients were not always aware of e.g cosmetic dentistry offerings





Why ONELAN

Magpies realise that informative advice to a captive audience benefits patients, and by using digital signage from ONELAN to do this differentiates them from other practices. The dental practice staff can log in via an Internet browser and navigate to change a layout, add content or send a message.

This is customisable and flexible, and suits the way they work. They are able to communicate new treatments and facilities while showing up-to-date news, weather and TV. Layouts are scheduled to times to suit the audience. For example CBeebies is shown between 3:30pm – 4:30pm when most of the patients are school children, reverting back to BBC News 24. Magpies Dental Practice also find the ability to add PowerPoint™ files to a playlist particularly useful.

What is installed

Two screens show the same content in two separate waiting rooms representing an ideal opportunity for education and informative news to be absorbed by the visiting patient. The Media player is connected to their current network and uses a reserved IP address. Administration of the ONELAN system can therefore be accessed from any network PC.

Access to the ONELAN media a player is via the reception PC. A series of shortcuts enable a quick message to be sent to the screen as well as uploading multiple content using the FTP shortcut folder. Because the ONELAN system is accessed via any Internet Browser, these shortcuts are also replicated on the office PC in the surgery basement.

Content runs on a loop but looks fresh as the layouts changes regularly. A TV channel shown in a zone always makes the screen look current.

Patients can be seen looking at the screen while waiting to see the dentist. The result is a soothing distraction before their appointment. Cost benefits are not measured purely from the up-sale of content on the display screen, however increases in revenue and questions being asked relating to the content seen on the screen have been seen compared to leaflets and more traditional methods of information dissemination.

For further details

Call **+44 (0)1491 411 400**

Email **info@onelan.com**

Visit **www.onelan.com**

 **ONELAN**
Digital Signage

Andersen House, Newtown Road,
Henley-on-Thames, RG9 1HG, UK

T: +44 (0)1491 411 400 F: +44 (0)1491 579 254

E: sales@onelan.com www.onelan.com