

CARE Media's Video Segments Educate Patients, Enhance Relationships

CARE Media worked with EnQii to create a network of health videos in pediatric, OB/GYN and veterinary office waiting rooms, keeping patients informed without requiring staff resources.

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The players

CARE Media, of Tampa, Fla., is a place-based provider of digital video education programming for pediatric, OB/GYN and veterinary office waiting rooms. Through its brands, KidCARE TV, PetCARE TV and Women's HealthCARE TV, CARE Media produces and delivers advertiser-supported educational programming to millions of consumers in waiting rooms throughout North America.

EnQii North America, in New York City, is a leading provider of media services and technologies for out-of-home digital signage markets in the United States and Canada.

The problem

Medical misinformation wastes hours of doctors' time. Without succinct and reliable information, patients aren't equipped with the most productive medical questions. According to Philip M. Cohen, president and chief executive officer of CARE Media, "I saw it on television' and 'I looked this up on the Internet' are two statements that usually trigger re-education, and extend what I call 'doorknob' time: just as the doctor is leaving, the enlightened patient starts getting to the point."

To address this issue, some physicians have deployed content distributed on DVD or VHS. However, a system that employs these media to share information with patients, such as educational videos in the waiting room, does

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not provide flexibility or allow for immediate and custom changes. Once distributed, the system runs all messages for the agreed-upon period of time, without permitting individual messages to be edited or stopped. For example, a company with a recalled pharmaceutical is in violation of federal law if advertisements don't cease immediately, but it can be difficult to edit out the ads quickly.

Relying on the staff of a doctor's office to maintain a DVD/VHS video system's uptime is an ineffective means of assuring advertisers, doctors, patients and the network owner of continual, uninterrupted content delivery, says Cohen.

Additionally, these unconnected media do not support the real-time reporting needed to ensure both 100-percent compliance and the proof-of-play information required by any participating advertiser or content sponsor.

CARE Media needed a more flexible means of content distribution, scheduling and management for its information networks, as well as one that delivered accurate and robust reporting and analysis. In addition, it needed a provider that had a full-service approach so it could be assured of high-quality installation of its messaging display systems. In this way, CARE could focus on what it was expert in — managing the relationships with the doctors, providing excellent content and selling advertising — leaving the back end to EnQii.

The solution

EnQii provides high-definition digital delivery for CARE Media's network of thousands of doctors'-office waiting rooms around the country. Services provided include:

- Consultancy
- Network design, channel and content strategy advice



CARE Media's network, delivered by EnQii, helps keep patients in waiting rooms entertained and informed.

- Content creation, scheduling and management
- Screen-media network management and media-management software
- Supply of specialist media players
- Project management and installation services
- Network commissioning
- Post-installation network monitoring and maintenance.

EnQii has to deliver to a large network — CARE Media's PetCARE TV offers direct-to-consumer television programming to nearly 5,000 subscribing veterinary hospitals and clinics, while KidCARE TV operates in more than 2,500 pediatric practices. Women's HealthCARE TV is the latest addition to the network, now delivering content to more than 1,000 women's clinics in North America. See an example of CARE Media's programming here.

These captive-audience networks broadcast short informational video segments interspersed with relevant advertising at point of care, educating patients and caregivers on pertinent healthcare issues and encouraging viewer/physician discussion during the examination. The playlists and content, written and approved by doctors, engage viewers with fresh, relevant and educational subject matters. Waiting patients encounter real, peer-reviewed quality information that educates and prompts intelligent questions about primary as well as secondary health-related conditions. Both doctor and patient benefit by a more succinct and productive office visit. Advertisers benefit by reaching a highly targeted, specific audience, and enjoy the contextual halo effect of juxtaposing ads with superb content.

Subscribing practices receive the most up-to-date content and accountability via streaming broadband — thus, advertisers can target their niche market any time of the day, at any given location. The three brands also produce educational DVDs for doctors to give patients for at-home viewing, providing an intimate one-on-one relationship with a captive audience to develop brand awareness.

EnQii's RemoteTransfer media management and scheduling software gives CARE Media:

- Easy, scalable targetability of content
- Flexible advertising campaign management
- Extensive reporting to support network compliance
- Sophisticated proof-of-play reporting.

If and when a player is down, post-installation network monitoring and maintenance systems are notified immediately and the situation is rectified directly.

"We now have a tremendous reliability, continuity and on-time installations, allowing us to deliver against the promises made to each and every one of our advertisers and locations," said Cohen.

The results

A study conducted by Arbitron and released in April 2009 investigated CARE Media's programming awareness and engagement, audience composition and frequency of visits. It also looked at overall advertising effectiveness as well as shopping patterns after CARE Media programming exposure. The results show that the programming is effective — 92 percent of viewers think CARE Media TV is a good thing for doctors' offices to offer in the waiting room, and 88 percent of viewers find the health education credible and useful.

CARE Media is now migrating to EnQii's new EnGage software platform, enabling CARE Media to segment and produce a picture-within-a-picture for any office on the network, from a remote location.

"Any portion of the content can be custom-enhanced with announcements from a specific doctor, such as welcoming a new employee to the staff, posting new office hours, announcing a new baby, etc.," said Cohen. Though several providers say they have this capability, the difference, said Cohen, "is that EnQii's works!"

About the sponsor: *EnQii Group is a global leader in the use of innovative media, services and technologies for out-of-home digital media markets. It is a global organization with strong financial backing and drawing on a proven track record spanning 12 years. As a thought leader at the forefront of innovation, EnQii is committed to developing the digital out-of-home industry and driving a rich and exciting experience for our customers with full end-to-end solutions underpinned by the lowest total cost of ownership.*

Survey results show CARE Media's programming is effective

- 91 percent think the network helps to pass time spent in the waiting room
- 83 percent of visitors will shop at grocery stores, pharmacies or malls after being exposed to KidCARE TV
- 67 percent think the network enhances the patient-doctor relationship