

NobelVision™ Network, operated by c3ms

Digital Signage Enhances Patient Education and Awareness, Clinician Training, Communication and Direct to Practice Continuing Education

Keeping patients informed and aware of the latest products, service offerings and preventive measures available to enhance their well being is a critical mission of the healthcare industry. Traditionally relying on television advertising and waiting room brochures, healthcare providers can now benefit greatly from networked digital signage in their waiting rooms.

With an audience that often spends 20-30 minutes waiting for medical services, advertisers and content partners have an ideal opportunity to market products and services to a national audience within a known demographic. Additionally, digital signage drives lower perceived wait time, while providing an effective way for medical providers to communicate with and educate patients without increasing clerical staff interruptions.

Through a digital signage network, healthcare providers can offer a well-balanced programming format of up-to-date patient education and testing information, healthcare news, supplemental preventive medicine programming as well as sponsored promotional segments and messages.

Real Digital Media, along with c3ms, a creative marketing and merchandising media solution company, have successfully implemented the expanding NobelVision™ Network. This healthcare information and advertising network is currently installed in more than 900 dental offices in the United States. Over time, the NobelVision™ Network will span across 1,200 practices in the United States with expansion plans set for Europe and Asia.



Vitals

Year Established: 2008

Number of Players: 900+

Industry: Healthcare

- Companies:**
- Real Digital Media - Provider of digital signage network products**
 - c3ms - Creative marketing and merchandising media solution company**
 - Nobel Biocare - The world leader in innovative restorative and esthetic dental solutions**

Did You Know?

The NobelVision™ Network incorporates the On-Demand feature of NEOCAST® to deliver after hours continuing education, training and product information to dentists and their staff.

The delivery of these programs mitigates travel time and cost to the dental practitioner, provides manufacturers with a virtual representative in the practice, and streamlines the delivery of these programs for the dental practices and manufacturers alike.

Challenge

For Nobel Biocare, the ongoing challenge was making patients aware of their innovative, yet cost comparative dental solutions. With over 160,000 practicing dentists in the US alone, Nobel Biocare wanted to partner with their dentists in bringing an innovative patient education/entertainment system to over 1,200 dental reception rooms.

Nobel Biocare believed digital signage could be a vehicle to educate patients about their products and resident dentist service offerings as well as reduce perceived wait times. The critical component was crafting the right content that would deliver high impact, informational and entertaining messages that would educate and engage patients while personalizing the programming for each dentist.

Solution

c3ms, a premier provider of digital signage networks, selected Real Digital Media's NEOCAST® digital signage platform to power Nobel Biocare's NobelVision™ Network. Based on a store-and-forward architecture, NEOCAST® employs dedicated media player appliances on-site and centrally hosted, web-based software for network and campaign management. With a near-zero technology footprint, the solution does not disrupt waiting room flow or design.

NobelVision™ is operated and managed through a collaborative effort between c3ms and Real Digital Media, with c3ms responsible for implementing the network as well as managing the distribution of content across the network.

Screen Placement

The NobelVision™ Network is a customized channel of dental healthcare information. Presented on large flat-panel screens installed in dental offices, the NobelVision™ Network provides a unique opportunity for advertisers and content partners to market their products and services to a targeted, health conscious audience with attractive demographics. Additionally, the screens are used by dental practitioners for after hour training, continuing education, and product information.

Content Strategy

c3ms worked with Nobel Biocare to create entertaining, educational programming and advertising specifically targeted to the dental patient. The programming also includes real time information, such as news in a ticker format at the bottom of the system's flat panel television screen. Additionally, the network is used for clinician training, communication and continuing education by companies providing products and services directly to the practice after hours. The delivery of these programs mitigates travel time and cost to the dental practitioner, provides manufacturers with a virtual representative in the practice, and streamlines the delivery of these programs for the dental practices and manufacturers alike.

The NobelVision™ Network represents a strategic vehicle to deliver timely and relevant information in an appropriate setting for the benefit of both patients and dentists. Likewise, advertisers can participate by purchasing spots on the network, or through a sponsorship package, which combines a 10-minute video segment with advertising.

With dwell times likely to exceed 30 minutes, advertisers benefit by reaching a captive target audience through a dynamic and highly targeted medium that uses full-motion, full-color video content that can be changed or updated daily by location.

Practices With NobelVision™ Experience Significant Sales Lift
With NobelVision™ installed for 12 months or more, practices show a 23.7% sales increase year-over-year.*

*Based on 275 partners that were established with Nobel Biocare and who also purchased a minimum of \$15,000 worth of Nobel Biocare product during the 12 months prior to the installation of NobelVision™ in their offices.