

Nationwide Health Education Digital Signage Network



The Challenge: Nationwide Health Education Digital Signage company needed a national service provider to coordinate and install their digital application throughout North America. Rhombus Services was selected because of their project management skills and is currently responsible for screen installations, scheduling jobs, helping to coordinate all equipment logistics, and perform site prep (electric and data).

The Result: Rhombus Services developed an action plan that consisted of several visits to the customer's headquarters as well as site locations to identify all possible scenarios and pitfalls that might occur while performing the installation. Processes were developed to arm technicians with everything they would need to complete the installations.

For almost 18 years, this company has been supporting the work of healthcare professionals by providing credible, captivating and compelling health-education tools. Founded on the principle that health information should be accessible, easy-to-understand, highly accurate and up-to-date, the company's award-winning programs are designed to support patients' understanding and facilitate doctor-patient conversations.

From the company's early and continuing focus on creating health-information brochures for the exam room, to digital signage programs for the waiting room, this company has earned a reputation among doctors and other healthcare providers as a trusted name in the healthcare industry.

The Nationwide Health Education Digital Signage Network manages digital signage that has been deployed at various doctors' offices across North America. Customers of the doctor's office are now greeted with a digital signage application that creates a visually appealing and emotionally powerful interaction. Reaching 45,000 Physicians and impacting 300 million patients and caregivers, as well as direct access to the examination room and digital connectivity in the physician's waiting room helps get the advertisers brand closer to the patient and consumer.

What makes the system unique is the ability for the advertiser to tailor and target the content and information for each of its doctor's offices, while leveraging its brand, media assets, and information technology infrastructure. Information is pushed to the sites by region, vertical affiliation as well as other attributes

Rhombus Services provided a dedicated project manager as well as secured access to their back office systems' for real time access and reporting.

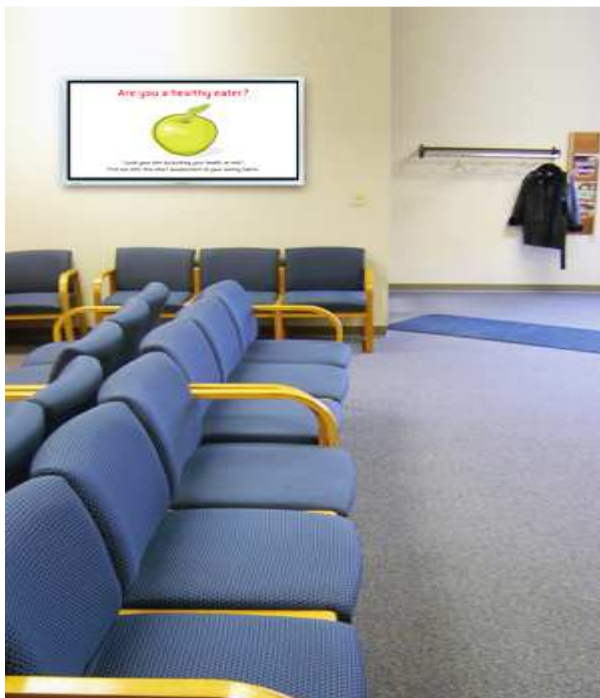
In this project Rhombus Services tasks included process, installation manual development, scheduling, site preparation as well as installations.

The project was not without its challenges as the team had very tight timelines dictated by the customer. The Rhombus Services team received authorization to start installations. During this time we had a very tight window to schedule and complete the installations.

Process and Manual Development: The customer was very advanced with the information, manuals and forms needed to complete a typical installation. In the case of a doctor's office installation, there are many different elements that needed to be considered primarily due to the complexity of the environment. All forms (site survey forms, installation manuals, and sign off forms) had to be modified and adjusted to

capture all data and properly articulate to the techs what was expected of them during the installation. This process was completed through multiple site visits with both Trimco-VID and Rhombus Services operations personnel followed by several in person and conference call meetings. All information, forms and procedures were reviewed in depth until all parties believed that everything was in place and accurate.

Scheduling: As you can imagine the locations were scattered throughout North America in both urban and rural areas. The customer required all installations to be performed during normal business hours and thus our technicians needed to be conscious of the environment as they completed the installation. Technicians needed to complete the installation in a professional and courteous manner, as customers were present.



Reporting: The customer has very specific reporting requirements that have been satisfied by giving the customer access to our back office system. This allows the customer to input the new sites that need to be installed as well as check on the status of all current and past installations completed by Rhombus Services in real time. The customer also has the ability to create custom reports that fit their needs. In addition to the real time access to Rhombus's systems the Rhombus Project Manager and customer meet on a weekly basis.

Installation: Once the site was ready for the installation Rhombus Technicians were responsible for installing the screen, mounts, brackets in the appropriate location as well as configuring the media player. Cabling also needed to be run to the fax machine and the fax line was to be tested to ensure we did not disrupt the fax line. Once mounted the screens were tested and made live.

Digital signage projects like these are becoming more and more of the norm in healthcare environments. In order to successfully roll out a program like the one in this case study there are several behind the scenes processes and actions that need to take place, which is why you need a company like Rhombus Services to be successful.



In 2009 Rhombus will continue to roll out the project as well as take over the on site servicing of the network.

Developing Solutions – Exceeding Expectations – Building Relationships – Improving Processes



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