

“Targeting of messages a big plus”

GWUH targets the different audiences – nursing staff & physicians, visitors and patients – with specific messages. The large flat screen in the lobby for broadcasting a word of welcome to the visitors, information on opening hours of the gift shop and cafeteria, etcetera; the monitors in public sites to bring more marketing focused material to the attention of visitors and patients. And for staff PCs and large screens in restricted areas, the presentation includes messages from key departments, as well as General Hospital news. The first messages employees see are those in the alert channel: urgent news such as IT upgrades expected to disrupt the system and news on drug issues from suppliers. The end of the rotation always consists of three news items from Yahoo! Healthcare. “These are automatically imported via a Really Simple Syndication (RSS) feed. A great feature for employees that have not had time to follow the latest healthcare news,” explains Tegethoff.

“The fact that we can target specific audiences or locations with our messages, is a big plus for us. We now have one single system to inform and motivate staff, update visitors and patients and alert everyone in case of an emergency,” she continues.

“Employee satisfaction with hospital communication up 33 percent”

Three months after the initial roll out phase, an internal survey showed employee satisfaction with hospital communication improved by 33 percent. The same research showed that hospital staff appreciates the fact that there is now one central tool containing all information. Some of the staff did not have access to e-mail, but because there are now screens near the elevators, they are updated with the latest internal and external news, while waiting for the elevator.



“On top of inaugural rush”

The first real proof of concept was the inauguration of president Obama, taking place just blocks away from GWUH at the White House. During the inaugural festivities, the GWUH communication team managed to stay on top of hospital communication by continuously updating staff via the interactive PC screensavers and presentations on the large screens. An approach proving highly effective in the inaugural rush. “I don’t know how we would manage such an event without this tool,” stated Gretchen Tegethoff, Chief Information Officer/Director of Information Technology, at George Washington University Hospital (GWUH). “We used Netpresenter extensively to communicate with the staff on inauguration preparations and updates. On the day itself, all slides were exclusively for this major event. We sent out security updates, sleeping arrangement details, command center instructions, and transportation updates.”

“Exceeded all expectations”

“As for our plans for the future, we are preparing to start using the system’s Emergency Alert function, to alert staff in critical emergencies, such as fires, floods and evacuations. The Netpresenter tool is documented as part of our emergency management plan. We also received additional requests for monitors from staff so these will need to be evaluated in the next few months,” says Tegethoff. “All in all - we had high hopes for Netpresenter, but its success exceeded all expectations.”

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