

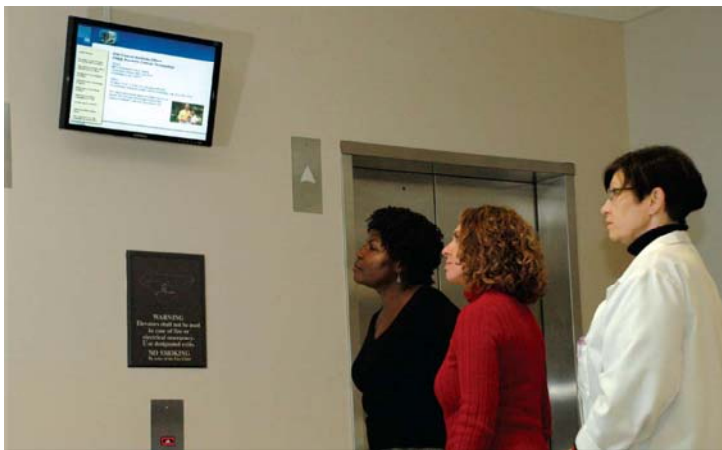
NEWS RELEASE

Hospital ups employee satisfaction 33 percent with 'on screen' internal communications

**George Washington University Hospital sees centralization of communication
with staff, visitors and patients pays off**

New York, November 25, 2008 – In Washington, DC, The George Washington University Hospital's (GWUH) internal survey shows employee satisfaction with hospital communication increased by 33 percent. The increase is a result of communication with hospital staff, visitors and patients via a mixture of interactive PC screensavers and Digital Signage presentations. The solution also includes an Emergency Alert functionality to alert all in critical emergencies.

The new communication method, based on Netpresenter communication software, allows GWUH to inform and motivate staff, update visitors and patients and warn all with one single system. The messages are targeted to the audience or monitor location: the latest hospital and healthcare news is broadcasted on all 1,200 personal computer (PC) work stations as an interactive screensaver and on large monitors in the staff elevator bays. Targeted messages are also published on big screens in the visitor elevator bays, main lobby, and physician lounges.



An internal survey now shows employee satisfaction with hospital communication improved by 33 percent in the first few months after roll out of this new solution. Interviewed hospital staff appreciate the fact that there is now one central tool containing hospital-wide 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.

“We were looking for a solution that everyone in the hospital could access and that required no end-user training. Messages also needed to be easy to post. Finally, it had to reduce clutter by replacing posters and paper flyers. We found Netpresenter met all these requirements. It was also reasonably priced and used existing computer infrastructure, which made it an easy choice,” says Gretchen Tegethoff, Chief Information Officer/Director of Information Technology, at GWUH.

“Taking communication with physicians and nursing staff, visitors and patients to the next level, The George Washington University Hospital sets a great example for other hospitals. GWUH clearly demonstrates what effective communication can do for organizations: improve hospital safety, gain and maintain patients trust and increase employee satisfaction significantly – as the internal research underlines,” says Frank Hoen, Netpresenter CEO.

Broadcasts on all staff PCs and on the large screens in restricted areas includes internal hospital news, urgent news such as IT upgrades expected to disrupt the workflow, news on drug issues from suppliers, and a few healthcare news items automatically imported from an online news site.



The monitors in public sites are used to bring more marketing focused material to the attention of visitors and patients. The large flat screen in the lobby is used for broadcasting a word of welcome to the visitors, information on opening hours of the gift shop and cafeteria, etcetera.

Tegethoff: “Currently, we are preparing to start using the system’s Emergency Alert functionality, to alert staff in critical emergencies, such as fires, floods and evacuations. The Netpresenter tool is documented as part of our emergency management plan.”

About The George Washington University Hospital

The George Washington University Hospital is a multi-disciplinary, tertiary care hospital, offering many diverse services all in one central location. A century-long tradition of providing medical care in a comfortable and convenient environment means peace of mind for the thousands of patients that are cared for by the doctors and nurses at the hospital each year. The hospital has 371 beds, 820 physicians and

over 625 nursing staff. For more information, please visit the website:
<http://www.gwhospital.com/>

About Netpresenter

Netpresenter provides innovative communication software helping organizations to easily get their message across to employees and customers - using PC monitors, large LCD/ plasma screens and/or mobile devices. Because the same information is brought to the attention time and time again, in the form of PC screensaver, PC desktop, mobile phone or Digital Signage messages, it is seen and remembered better.

Apart from greatly improving (internal) communications, the software drives traffic to the intranet and solves e-mail stress and information overload issues. And as the same system can be used to warn everyone effectively and immediately in case of an emergency, it also improves staff's and visitor's safety.

Netpresenter solutions are already used by 1 million users working at multinationals worldwide, including Sony, Nokia and DSM. But with prices starting at 75 USD a month, or 995 USD for a one time purchase, the company also provides easy and affordable (hosted) Digital Signage solutions for small to medium sized businesses.

Netpresenter is also responsible for [AMBER Alert Netherlands](#), a crossmedial system used by the Dutch police to alert all Dutch citizens when a child has been kidnapped or gone missing. The system simultaneously alerts all via text messages, e-mail, PC screens (screensaver or pop-up), Digital Signage screen (presentation or pop-up), Instant Messaging, Website Alert (Flash), newsfeed, etc. Netpresenter fully sponsors the development and maintenance of AMBER Alert Netherlands.

Please visit the website for more information: www.netpresenter.com

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