

“Launch your Multimedia TV Network with ease!”



Audiences in the hospital are a diverse group of patients, family, staff and a myriad of visitors. Communication and education methodologies are often ineffective and either don't reach your intended audience or don't receive the desired response. Even the best designed fliers, emails, bulletin boards and scheduled meetings don't always deliver your message to the intended audience. In addition, each audience has their own unique needs for information and education!

You've already made the decision to invest in a digital signage solution from CNtv. Our industry technical experts and licensed healthcare professionals are a seasoned team that will make your targeted communications, objectives and priorities, job one and message one. CNtv managed solutions offers you Content Management as a Service; to leverage our experience and personnel to help you deploy, implement, and manage the content in the most effective way possible.

You can utilize this service for the initial roll out phase and optionally as an on-going service. This includes getting the different departments trained and understanding their options, working with your marketing department to create a branded look and templates for other content contributors, implementing a metrics and ROO measurement plan, as well as several other functions.

CNtv Assessment & Implementation Plan - \$2,999 + \$49/display

- Initial phone consultations with executive staff and network owner (typically marketing dept)
 - Develop digital signage network objectives by target audience and the signage locations
 - Determine content options and sources, and role of outside advertising if any
 - Create Content Implementation Plan which describes the type of content displayed where and why, with the expected impact on which metric.
 - Web-meeting with department managers or single point of contact media managers to determine their needs and implementation.
- Implementation of Content Management System infrastructure
 - Design and creation of screen layout (number and position of regions on screen)
 - Play list creation, scheduling, and assignment to appropriate players
 - Creation of users and assignment of their roles and access to content
 - Integration of RSS feeds, Media RSS feeds, and other automated sources
 - Enable and schedule Premium Content for appropriate venues
 - Facilitate the creation of the initial roll out content
- On Site Role out assistance (up to 3 days, travel costs billed separately)
 - Introduction and training for content contributors on how to input or submit content
 - Training (troubleshooting) for support personnel (IT or Maintenance staff)

CNtv Project Assessment and Implementation Plan - (10-30 Multimedia TVs)

For healthcare organizations that prefer to outsource Multimedia TV Broadcast Network management, CNtv will handle everything for you. Our comprehensive Healthcare Content As A Service subscription (CaaS), begins with a custom **CNtv Assessment and Implementation Plan**. This service includes an on-site venue survey, webinar consultation with licensed healthcare professional regarding needs assessment, planning, installation locations, content creation, channel programming coordinator and network operations scheme.

A CNtv Planning Report is essential even if you prefer to self manage your Multimedia TV Network operations and content in-house. Our staff will assist, train and support client personnel assigned to manage your Multimedia TV Network and Content. We'll prepare your Multimedia TV Broadcast management personnel, so that they understand their role, responsibility, and expectations of ownership.

We begin by assessing your current methods of communication related to print, web and media assets. Then, we show you how Multimedia TV Broadcasting can do the job better than any other single method you are currently employing. Once your private Multimedia TV Broadcasting Network is operational, you may instantly address virtually everyone in your community; from one to a few small venues, intra-hospital, campus wide, or an entire enterprise.

Our industry technical experts and licensed healthcare professionals can review, recommend, plan and deliver evidenced based and targeted communications, according to the needs, objectives and priorities of your administration and each department manager. Our affordable Planning Report and CaaS includes:

- Needs Assessment & Surveys
 - Onsite Inspection & Consultation
 - Baseline Performance Metrics & Core Measures
 - Venue by Venue Message Objectives
 - Calendar Appointment to Review with each Manager
 - Review & Identify Client Multi-Media Assets for Re-purposing
 - Physical Site & Venue Survey
 - Suggested Display Mounting Locations
- Venue Specific Managed Content Programming Plan
 - Programming Management Personnel
 - In-house Content Contributor Training & Support
 - Review CNtv Content Programming Options
 - Content Strategy, Creation & Programming For Objectives
 - Multi-Channel Display Configuration
- Hardware Specifications & Networking Solutions
 - IT Department Port Release & Broadband Clearances
 - Display System Equipment & Configuration Scheme
 - Display Deployment Recommendation
- Online Project & TV Installation Management Portal
 - Task Lists
 - Project Time-Lines & Milestones
 - Project Documents Archive
 - Preparatory Communications With Key Employees
 - Media Department Managers
 - Facility Engineering Managers
 - IT Directors
- Multimedia TV Broadcasting Project Proposal
- Quarterly Metrics Analysis & Reporting