



Caritas Christi Health Care Digital Signage Case Study

The Challenge

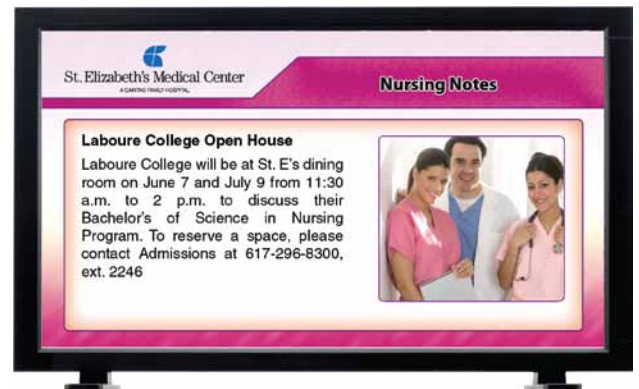
Caritas Christi Health Care is New England's largest community-based hospital network. It is a comprehensive integrated health care delivery network that provides community-based medicine and tertiary care in eastern Massachusetts, southern New Hampshire and Rhode Island. It is comprised of six (6) hospitals including Carney Hospital in Dorchester, Good Samaritan Medical Center in Brockton, Holy Family Hospital in Methuen, Norwood Hospital in Norwood, Saint Anne's Hospital in Fall River and St. Elizabeth's Medical Center in Brighton.

With approximately 2,600 employees, and more than 111,000 outpatients, 13,000 inpatients and 29,000 emergency room visits a year, St. Elizabeth's needed a streamlined, centrally managed system to communicate vital information about clinical services, hospital events and community news. They wanted a system that would be simple for hospital staff to log into and quickly and easily update and manage content over a digital display screen. X-Factor Communications presented St. Elizabeth's with an easy-to-use digital signage content management solution that would meet their needs.

The Solution

X-Factor's innovative Digital Signage Control Portal Software (dscp://) was developed with the non-technical end-user in mind, appropriately trademarked Simple Signage. The software enables users the ability to create and edit templates, schedule playlists, manage video files, and quickly send broadcast emergency alerts over the network. dscp:// also integrates seamlessly with Cisco's entire Digital Media System which is the hardware that St. Elizabeth's Medical Center utilized.

Initially, St. Elizabeth's Medical Center used dscp:// as a Software as a Service (SaaS) version which enabled their staff to take advantage of all the benefits of the application without having to initially purchase a local server to host the software. Users would access dscp:// which was hosted on X-Factor's servers via a web browser and gain all the benefits of the software for a monthly fee. St. Elizabeth's utilized dscp:// on one digital display in their Emergency Department with great success and later added another channel of content to display relevant information on their in-patient televisions.



"St. Elizabeth's Medical Center selected X-Factor's Digital Signage Control Portal software because it provided the right solution for our needs. It is very user-friendly, can be accessed easily by any staff member via the internet and it works in conjunction with our Cisco hardware", says Melanie Franco, Director of Communications and Marketing. "After seeing our initial success with it in our Emergency Department it made perfect sense for us to utilize the application to update and manage content shown on our in-patient televisions. We are very satisfied with the choice we made."

The Outcome

Caritas Christi Health Care is very pleased with the integration of dscp:// within their digital signage network and is now using dscp:// as a licensed version that is hosted on their own network.

James Sheehan, Executive Director of Technology - "We liked the fact that we could quickly create, deploy and manage digital signage content via X-Factor's SaaS offering, and then migrate over to the premised version of dscp:// after we saw how simple and effective it was for our staff to use. We were able to take advantage of the trusted Cisco infrastructure, and marry that with a comprehensive, yet easily managed digital signage software application that allowed our non-technical users to quickly create, edit, and manage the content sent to our digital signage screens."

At the present time, Caritas Christi Health Care is in the process of implementing dscp:// to update content on the digital displays found in the Emergency Departments and on in-patient televisions for their remaining five (5) hospitals within the group.

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