# Delivering Content Across Point of Care

Patient Point

## Challenge

Our remit for Patient Point was to architect an integrated digital signage solution capable of distributing a sophisticated mix of content across a network of rapidly growing point of care providers – in a way that is targeted, supported, and future-proofed for scale.

**15 million**

Advertising messages per day

across

**70,000+**

endpoints.

## Solution

AdLogic · ReflectView

We integrated best in class hardware with our proprietary Reflect AdLogic software to deliver educational content and advertising right where the patient needs it most: in medical offices. Doing so elevated the patient experience in office, so that its meaningful, relevant, and contextual, which makes good business sense as an advertising channel.

The software platform allows us to update content automatically in a way that is dynamic and meta data tagged – without code. Our software also integrates a 3D anatomy rendering tool within the same application, so that it can be automatically controlled and updated. Our Reflect AdLogic product delivers a robust advertising schedule that drives revenue for Patient Point. All content lives on the device and operates locally. Offline capabilities serve as back up for any break in connectivity, allowing continuous content play and data collection. The solution provides the Patient Point Team with an API for pull proof of play reporting, for complete access to data on demand, and on their terms.

## Result

Our end-to-end digital signage solution provides a mix of educational, interactive, and advertising content deployed on schedule, tailored per location/end point, and successfully serves 15 million advertising messages per day, across 70,000+ endpoints.

**This enables point of care providers a way to enhance the health & wellness experience of their patients specific to their practice and facility.**