

SELF-SERVICE SOLUTIONS

Innovare Medical Media: Digital Signage & Charging Solutions





Digital Signage & Charging Solutions

With over 100 partner hospitals nationwide, Innovare Medical Media has been committed to building successful Community Showcase Displays Programs since 2011. When looking for a way to expand their more traditional digital signage offering, Innovare turned to Meridian to create an engaging digital signage and charging kiosk solution.

The Challenge

Whether accompanying a loved one or visiting as a patient themselves, hospital visitors often find themselves waiting, sometimes for extended periods of time. In addition, healthcare professionals are constantly on their devices needing time to charge their phone.

Innovare wanted to solve this problem while still providing local, regional, and national businesses an opportunity to communicate with these most valuable target audiences—existing patients, visitors, and healthcare professionals.

Keeping in line with their mission to create a highly effective ongoing hospital branding and marketing platform, enhance the appearance of sterile public areas in hospitals, and create a growing revenue stream for hospitals, Innovare enlisted Meridian to create an engaging digital signage and charging solution to expand upon their existing offerings.



The Solution

In 2015, Innovare turned to Meridian to design a kiosk solution that incorporates both digital signage and electronic device charging for cell phones, tablets, and computers. This solution was designed to build upon Innovare's traditional digital signage offerings, which include branded murals and wall-mounted LCD panels. These mediums helped develop their platform from the beginning and remain a key aspect of their offerings today.

The digital signage and device charging kiosks utilize Meridian's presence model and include display sizes from 43 to 55 inches. Each kiosk features marketing messages unique to the hospital and have enough charging stations to hold up to 16 mobile devices at one time. For added personalization, the kiosks also feature a custom hospital-branded wrap which can be designed to coordinate with the look and feel of each individual hospital.

Along with hospital marketing messages, local, regional, and national businesses can pay Innovare to have their advertisements displayed. This allows for the Innovare kiosk program to redistribute a portion of the advertising revenue back to the hospital on a quarterly basis.

About Innovare Medical Media

Based in Branchburg, New Jersey, Innovare Medical Media provides an opportunity for hospitals to communicate with their visitors, patients, and healthcare professionals. Innovare accomplishes this by providing local, regional, and national businesses with a platform to reach this attractive audience. This sponsorship model with businesses pays for the free charging stations while providing the hospital with an additional revenue stream.



Meridian has been a good partner in producing well designed and built charging stations. The units' internals are finely assembled and organized so deployment is seamless."

– Nick Lieberman

President,
Innovare Medical Media



The Results

Meridian and Innovare have been working together since 2015, and their first unit was installed and deployed in April of that year. This unit, deployed at Winthrop-University Hospital in Mineola, NY, was extremely well received by both the hospital and business sponsors. In 2015, Innovare had 28 hospital partners. Today, four years later, Innovare has over 100 hospital partners and they have worked together with Meridian to deploy nearly 150 units with 750+ advertisers.

When looking toward the future, Innovare anticipates to continue to increase the presence of their digital signage solutions and charging kiosks within those hospitals.



We are thrilled about the partnership and look forward to the years ahead.”

– Nick Lieberman

President,
Innovare Medical Media

Scalability

As an end-to-end manufacturer, Meridian has helped Innovare develop this solution into a scalable solution that they can continue to build upon and improve as they continue to grow their network of hospital partnerships.



Digital Signage Solutions
A MERIDIAN CASE STUDY

Corporate Headquarters

312 S Pine Street
Aberdeen, NC 28315
+1 866 454 6757
sales@meridiankiosks.com

meridiankiosks.com

