

Summary

- Bluewater Promotions Inc. needed a dynamic way to show ads and healthcare content at Bluewater Medical Clinic.
- Bluewater Medical Clinic has over over 30,000 rostered patients and gets weekly foot traffic of 4500 people.
- The Bluewater implementation included 15 media players powered by the Mvix digital signage software.
- The digital signage network displays ads and infotainment for patients.
- The staff at Bluewater Promotions Inc. can now remotely control their ads and reduce perceived wait times, improving the patient experience.

Introduction

Located in Sarnia, Ontario, Bluewater Promotion Inc. has implemented a digital signage network of 15 displays within the Bluewater Medical Clinic.

Their digital signage solution, powered by the [Mvix](#) platform, serves as an advertising medium for physicians and medical specialists as well as an infotainment hub for a roster of over 30,000 patients. This reduces perceived wait times and the patient experience.

| Bluewater Promotions Inc.

The average wait time in a waiting room is approximately 30 minutes-1 hour. This maximizes the exposure of Bluewater Promotions Inc.'s advertisements to a wide demographic of patients.

Founded in January 2019, Bluewater Promotions Inc. is a marketing and advertising program designed for businesses to reach customers in high-traffic and high-volume waiting rooms through digital advertising. They have promotional opportunities in the Bluewater Medical Clinic—the largest medical clinic in Sarnia-Lambton with over 30,000 patients.

The Bluewater Medical Clinic sees approximately 4,500 people throughout the building per week, giving Bluewater Promotions Inc. a ripe opportunity to capture their attention through digital media.

Bluewater Promotions Inc. staff are educated on all types of healthcare specialties, allowing them to better craft advertising for offices and provide educated information to each individual inquiring about their services.



| The Challenge

Bluewater Promotions Inc. was looking to find a more streamlined process for managing their ad network and reduce wait times, in order to boost the patient experience.

Bluewater Promotions Inc. was previously using USB sticks to upload content to their screens. Although the content was helpful for their visitors, it was difficult to keep the content fresh and up to date using a USB stick. The process of loading content to the USB drive and inserting it into their screen was a manual and time-consuming process.

The informative content also needed a “creative boost”. While the visitors appreciated the content, Bluewater Promotions Inc. wanted a way to make their content stand out and appear more visually appealing while engaging their audience.

Bluewater Promotions Inc. chose to implement digital signage in order to streamline their content upload process, and add visually appealing elements to their content which would ultimately help them to better engage their audience.

What needed to be done:

- Increase engagement with Bluewater Medical Clinic patients
- Streamline content upload process
- Deploy updated ad information easily and promptly



“Jacqueline at MVIX was able to understand and take care of our needs. The media player was easy to install and the Xhibit Signage software is extremely user friendly and easy to navigate, making the process of displaying digital signage a breeze.”

Ashley Bisson, Director of Marketing

| The Solution:

Bluewater Promotions Inc. implemented a digital signage network of 15 screens within the Bluewater Medical Clinic in Sarnia, ON, all powered by the [Mvix Digital Signage Platform](https://www.mvixdigitalsignage.com).

The Mvix digital signage platform provided streamlined content management for Bluewater Promotions Inc. With this, their staff can easily upload, update and manage content. This allows them flexibility in creating and updating advertisement information for their clients, making sure it is fresh and engaging to patients and guests.

The Mvix solution also offered a robust platform for Bluewater Promotions Inc. staff to manage the displays and upload content remotely. This helped with efficiency as they did not have to physically update the displays with USB sticks. Their screens could be updated with the most up-to-date advertisements and information from anywhere.

Bluewater Promotions Inc. staff wanted a platform with advanced content scheduling. Advanced content scheduling allowed them to schedule display ads and other content in advance to meet the needs of their Bluewater Medical Clinic clients. The Mvix platform enabled Bluewater Promotions Inc. to show different content during different times of the day and different days of the week, allowing them to target different demographics.

Mvix's content-rich digital signage software includes over 200 content apps and data integrations, giving Bluewater Promotions Inc. a library of content to choose from. They are able to display various forms of content including videos, RSS feeds, weather, live traffic, and more.

Components used:

- Content management software - XhibitSignage
- 15 Xhibit digital signage players
- Content integrations - announcements, calendars, weather, RSS feeds, scrolling text, video, web URLs, and more
- Professional services - education & training, implementation assistance



| The Results

The digital signage network has modernized the Bluewater Medical Clinic and has allowed Bluewater Promotions Inc. to successfully market the offices and physicians within the facility.

As a result of the digital signage implementation, Bluewater Promotions Inc. was able to better display promotions and advertisements for the Bluewater Medical Clinic offices, providing educated information to potential patients.

Bluewater Promotions Inc. staff noted increased engagement with the Bluewater Medical Clinic patients. The easy-to-read screens quickly became an infotainment hub for the patients who were waiting for their appointments. In these long dwell times, patients are able to absorb useful information regarding the advertised services.

The flexibility of uploading and managing content was another win for Bluewater Promotions Inc. It created efficiency by providing their staff the ability to make real-time updates to their advertisements and content and have it automatically start playing for patients to engage with.

Implementing digital signage gave Bluewater Promotions Inc. an easy way to display their advertisements and content. Rather than manually updating their content with a USB stick, they can remote management it all with the Mvix platform.

Overall, digital signage has become an effective advertising medium for the Bluewater Medical Clinic. It has provided an easy to use, easy to deploy, easy to maintain solution to help market the offices within the clinic and improve the patient experience.



"Choosing MVIX was an easy decision. From the initial exploration stages all the way through to implementation and follow up, working with MVIX has been a pleasure and communication has been seamless. Bluewater Promotions was interested in an easy-to-install, easy-to-use software."

Ashley Bisson, Director of Marketing

About the Companies



About Mvix

At [Mvix](#), our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage solutions that create memorable digital experiences in corporate offices, healthcare facilities, school campuses, restaurants and more.

Our focus is on cost-effective, feature-rich, cloud-hosted solutions that, coupled with our engineers and creative team, build digital signage networks that turn browsers into customers and employees into brand ambassadors, all while enhancing brand awareness. Our software, [XhibitSignage](#), recently won the InfoComm 2017 Best of Show Award - Digital Signage.



About Bluewater Promotions Inc.

[Bluewater Promotions Inc.](#) is a Marketing and Advertising program designed for businesses to reach consumers in high-traffic and high-volume waiting rooms through digital advertising. Bluewater Promotions Inc. has origins within Bluewater Medical Clinic.

With visits to family physicians, specialists, Bluewater Clinical Research Group, Bluewater Pharmacy, LifeLabs, Medical Imaging, After Hours Clinic, and Rapids Family Health Team Access to Care Centre, Wellness & Mobility Inc., Bluewater Medical Clinic sees approximately 4500 people through the building per week.

