

First US Hospital to Use Interactive Screensaver

Maine Medical Center is the largest hospital in Maine with over 600 beds and more than 5,000 employees. They have been working with Netpresenter on all their 2,700 computers since April 2003. And now, three months later, they cannot imagine running a hospital without it.

“E-mail and paper memos not efficient”

“We chose to work with Netpresenter because it supports our overall effort to improve internal communication at our institution,” says Abigail Greenfield, Communication Relations Manager at Maine Medical Center, who managed the project.

“In any hospital, especially a large hospital like ours, effective internal communication is a constant challenge. The majority of our staff exists of physicians, nurses and other clinical staff, who work various shifts, twenty-four hours a day, seven days a week. We need to reach this audience quickly, efficiently, and easily. E-mail and paper memos are not the most efficient means of communication in a busy clinical setting,” continues Greenfield.

“Complementing our extensive emergency preparedness system”

The events of September 11 also played an important role. “It’s clear that a hospital can be the target, or at the very least, involved in the aftermath of a terrorist attack,” says Greenfield. “In an emergency situation, we need to be able to communicate with employees immediately. Netpresenter’s emergency alert feature is a great compliment to the extensive emergency preparedness system already in place at the medical center.”

The emergency alert feature is something the hospital could have utilized in the summer of 2003, when a computer virus crippled the hospital’s e-mail system. The hospital’s e-mail capabilities were down for several days, which was debilitating for normal

business operations. Luckily, it did not affect the patient care systems, so patients were not at risk.



Interactive screensaver with internal news, MMC

“Good cooperation and support”

Overall, the hospital is pleased with Netpresenter. Implementation of the new software at the hospital has taken a little under two years. “We went through an extensive process to reach our end result,” states Greenfield. “We had to research different products, test it in our environment, secure funding, all the way to introducing it into our network environment.”

Greenfield: “Several factors played in the success of the implementation. The Marketing Department and Information Services worked very closely together. We had strong buy-in from senior management, and great customer service from Netpresenter. Those factors all contributed to the successful launch of the product.”

"Overall, employees are positive about the solution. We had some early resistance from employees who missed their personal screensaver. But once we explained the intent of Netpresenter, they are more receptive. The biggest challenge we face now, is keeping the slide show current, interesting and interactive," concludes Greenfield.

"Extend use to informing and alerting visitors and patients"

Maine Medical Center plans to continue development of Netpresenter by creating multiple channels, so messages can be segmented for different audiences within the hospital, including patients and visitors.

MEDICAL MAINE CENTER

Maine Medical Center is the largest hospital in Maine with over 600 beds and more than 5,000 employees..

www.mmc.org

Sector

Healthcare

Challenge

Inform and alert employees, anywhere, anytime.

Solution

Broadcast interactive news items on all 2,700 PC screens, updating staff on sector and hospital news. Also includes alert functionality.

Benefits

All employees can be informed quickly, anywhere in the hospital and at any time. The alert functionality is seen as a valuable complement to the extensive emergency preparedness system already in place.



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Netpresenter is a leading developer of innovative end-to-end visual broadcast solutions, such as emergency alert notification, enterprise communications and narrowcasting. It has offices in The Netherlands, US, UK and Germany. Its 1 million users can be found, among others, at Nokia, Sony, Jaguar and GE.