



Prescription for success

Murphy's Pharmacies easily shares health information and increases sales with in-store digital signage solution powered by ScreenScape and Wyse Cloud Connect



Customer profile



Company Murphy's Pharmacies
Industry Retail/Healthcare
Country Canada
Website www.murphyspharmacies.com

Business need

Murphy's Pharmacies wanted to find an easier way to share health information with patients in pharmacy waiting rooms and walk-in medical clinics.

Solution

The organization deployed a digital signage solution powered by ScreenScape and Wyse Cloud Connect to display health content in pharmacies and clinics.

Benefits

- Easy deployment of in-store digital signage solution in waiting rooms and clinics
- Thousands of dollars in savings
- New opportunities to promote health education and awareness to patients
- Increased retail sales for pharmacies
- Collaboration and content sharing with local charities and other partners

Solutions at a glance

- Cloud Client-Computing

"It's very easy for our pharmacies to display streaming health content with ScreenScape and Wyse Cloud Connect. And because it's so simple to install and manage, we can put these screens in more locations very quickly."

Heather Maclean, Sales & Marketing Manager, Murphy's Pharmacies

When patients get new medical prescriptions at Murphy's Pharmacies locations, they usually have a brief wait between the time their order is placed and the time it's filled. But the growing retail pharmacy chain, which has 11 locations in Prince Edward Island, Canada, doesn't see that as a problem. Instead, the company views it as an opportunity to educate people and promote health and wellness.

"We have a lot of health information we want to share with our patients, and we have a strong focus on illness prevention," says Heather Maclean, the organization's sales & marketing manager. "Whether it's encouraging flu vaccinations or promoting a blood drive or health fair, we know we have a captive audience in the pharmacy waiting area."

Until recently, the company reached that audience through posters and bulletin boards placed in the waiting areas in its pharmacies and walk-in medical clinics. However, busy pharmacy employees did not always have time to manage the process. "We wanted to share information with our customers without the burden of putting up and taking down signs all the time," Maclean says. "We wanted to streamline the process by using digital signs. We thought going digital would give us the flexibility to rotate promotional messages more frequently and eliminate the practice of sharing printed literature, which can transfer germs. The challenge was finding something that wasn't going to require a huge investment."

New solution delivers digital content to waiting area screens

Murphy's Pharmacies chose ScreenScape, a leading cloud-based software solution used to distribute digital signage content to screens mounted strategically within a place of business.

The ScreenScape solution uses Wyse Cloud Connect, a compact device that is plugged into the HDMI/MHL port of a television or other screen to display

content in full HD. Organizations can also update, manage and monitor the solution through the ScreenScape website at ScreenScape.com.

Murphy's Pharmacies initially implemented Wyse Cloud Connect devices in five of its pharmacy locations, displaying point-of-sale marketing content on screens in prescription waiting areas. The company also implemented the solution in two of its walk-in medical clinics, for patients waiting for medical appointments. Another screen powered by ScreenScape and Wyse Cloud Connect is featured in the organization's multipurpose community center. Now, patients waiting for prescriptions or appointments can view the latest healthcare news, advertisements for products on sale in the front of the pharmacy, and information on local charities and upcoming wellness events.

Easy, low-cost deployment

Nontechnical employees in retail pharmacies are able to deploy the ScreenScape and Dell solution easily and quickly. Murphy's Pharmacies simply ships the Wyse Cloud Connect device to each location, where staff members just need to plug the device into a TV, and get it online, to turn the TV into a

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Heather Maclean, Sales & Marketing Manager, Murphy's Pharmacies

Products & Services

Hardware

Wyse Cloud Connect



digital sign that can be managed and updated in the cloud. "It's very easy for our pharmacies to display streaming health content with ScreenScape and Wyse Cloud Connect," says Maclean. "And because it's so simple to install and manage, we can put these screens in more locations very quickly. Ideally, we'll have a screen in every place with a seating area, whether it's in a pharmacy or a walk-in clinic."

Murphy's Pharmacies locations are also able to deploy the solution affordably, by taking advantage of a subscription-based payment method that also includes the cost of the software and the device. "So far, we've saved \$12,000 by deploying this solution because we don't have to purchase media players and pay someone to install them in the pharmacies," says Maclean.

New opportunities to educate patients

The organization has been able to find more opportunities to promote health education and awareness to patients, not only in pharmacy waiting areas but also in newly constructed consultation rooms. "Pharmacists in Canada are now allowed to prescribe medicine for minor ailments, give certain injections, and offer medication reviews to patients with diabetes and other diseases," says Maclean. "As a result, we've started building consultation rooms in our pharmacies, and we're putting the digital screens in those rooms to educate patients while they're waiting for pharmacists. This is the perfect solution for those rooms."

Sales boost for pharmacies

Pharmacies that have screens installed are seeing increased sales in their stores. "When we advertise sale products on our in-store screens, people definitely notice and we've seen higher sales in those pharmacies," says Maclean. "We always put our weekly sales items front and center on the screens in the waiting areas, so people see those and they tend to make purchases in addition to their prescriptions. This solution is giving us the opportunity to grow our sales."

A better ability to engage in community partnerships

Murphy's Pharmacies is also using its digital signage solution to drive new community partnerships. "We are definitely able to partner more with local charities and health organizations with the Wyse Cloud Connect and ScreenScape solution," says Maclean. "For example, if a charity wants to get people involved in a fundraiser, they might approach us to help them sponsor it. Now, I can tell them we have wide access to the public through our screens, so we can promote their event that way in our pharmacies. This kind of content sharing helps us form stronger partnerships while also raising health awareness in the local community. It's another way for us to support our commitment to building healthier communities through promoting health and illness prevention. Overall, we can use this solution to be a community leader."

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