



Press Release: Medical Pharmacies

Medical Pharmacies Engages Residents with Place-based media

- Specialty Pharmacy Services Provider Chooses Technology by ScreenScape
- Ease-of-deployment, ease-of use, and distributed co-management capabilities cited as key factors in selecting ScreenScape

MARKHAM, ON and CHARLOTTETOWN, PE - (April 30, 2018) - Ontario-based Medical Pharmacies Group Limited (“Medical Pharmacies”) announced Friday it has selected ScreenScape Networks Inc. (“ScreenScape”) to replace its legacy digital signage solution and expand its resident media network.

Medical Pharmacies is Canada’s leading pharmacy specializing in providing services to long term care, retirement homes and extended care facilities. They use place-based media to communicate with residents, publishing their own customized programming on television screens which are mounted in lobbies, dining rooms, and other communal areas where residents gather.

“The screens are used to post the local recreation calendar, the food and beverage menu, and generally to keep residents well informed on news and events”, said Puneet Khanna the Vice President of Sales and Marketing for Medical Pharmacies. “Our partners also post photographs, local weather information, promotions for community-based food organizations, and even movie trailers, to add interest”.

Medical Pharmacies is the latest healthcare services firm to use ScreenScape technology to take control of the screens inside its partner facilities, making for a more resident-

centered media experience that can be customized to each individual location.

“We’ve been using place-based media for some time” explained Khanna. “But the old system we used no longer met our needs. We needed something that had more to offer in terms of rich functionality, while being both cost-effective and easy-to-use. ScreenScape had the right combination of

capabilities and it certainly helped that the technology was easy to deploy and would fit in with existing infrastructure.”

Using a plug and play device to connect every screen, ScreenScape has simplified the once challenging and capital intensive exercise of building a scalable media network. In this case Medical Pharmacies is able to send a simple piece of hardware out to each of their locations by courier,

where local team members can plug the appliances into any TV that is already on premise. Once the devices are online the screens can then be updated dynamically over WiFi and managed remotely using a cloud-based content management platform. The new plug and play device deployment model helped to dramatically lower the cost and the complexity of the rollout.

Medical Pharmacies also cited secure access control and distributed co-management capabilities as additional drivers in their choice of ScreenScape. “We needed a modular

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system that could be easily tailored to reflect the multi-level organizational structure we support, which is really a hallmark of today's healthcare services landscape" said Khanna. "Using ScreenScape we are able to involve various stakeholders in the onscreen messaging. Whether they work on premise at a specific location, or at the administration level with one of our facilities partners, we can provide them with simple and easy access to the system. That makes it easier to keep every screen fresh and relevant, and branded in the colours of the organization.

About Medical Pharmacies Group Limited

Medical Pharmacies is Canada's leading pharmacy specializing in providing pharmacy services to long term care, retirement homes and extended care facilities. From multiple locations, Medical Pharmacies continues to deliver a personalized pharmacy experience to over 40,000 residents, one person at a time.

About ScreenScape

ScreenScape makes software that helps businesses connect and control screens over the Internet. Using a simple plug and play device, ScreenScape customers can turn any screen into a connected digital sign. Once a screen is connected it can be updated, monitored and managed over the Internet using ScreenScape.com.

Brand marketers and retail networks use the technology to publish digital signage content on screens inside their stores. Health clinics, university campuses and other kinds of venues use it to engage and entertain their visitors. It's part of a growing technology arena called place-based media that is rapidly turning TV screens outside the home into location-specific media channels.

Plug & Play digital signage has arrived!

ScreenScape Connect allows businesses to turn any TV into a dynamic digital sign. Connect the screen of your choice to your own account at ScreenScape.com using an Internet-connected plug & play device. Think of it as enterprise digital signage without the pain of a complex IT project.

For only \$40 / month you get:



Content Management Software



ScreenScape Connect Device



Training & Support

Connect with your Customer

Digital signage is a proven, effective way to engage customers and boost sales. Savvy marketers use it to influence buying behavior where it matters most.

To order visit: <http://screenscape.com/order/> or call us at 1-877-666-1975

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