
It is All About Customer Experience, from Retail to Healthcare

The anxieties of all us socially has changed, we are demanding an across the board standard. Nearly 66% of healthcare consumers want to see all healthcare reflect what is occurring in retail and social venues. The [survey](#), from NTT Data Services reports.

The Internet is purely a sophisticated notice board that we all pass by daily and don't notice the postings. We have been told over and over again, it is how we are positioned web wise for search engine positioning with metadata and algorithms. It doesn't work the way you think!

You see, everyone is being offered the same service and fighting for the same space. Nobody really wins, only spending time, money and effort on an overcrowded race space to first inline.

Specifically, patients want to see digital tools used to process patient payments, fill prescriptions, access test results, and schedule appointments. Currently, healthcare providers, although understanding the issues are falling short in this area.

There must be a more direct means to connect with all and there is!

ProxComm Technology© with its global wealth of street-smart logic and approach has been successfully implementing the necessary changes in ***Contextual Leveling of Marketing & Communications***.

Smartphones are the common denominator as the security blanket for the flow of information access we demand today. The way we have been using *Mobile Apps* is not constructive in certain business environments. *Mobile Apps* have not been used to their full social potential, which is hampering the demanded social influences of society today.

Let's review retail and healthcare as an example, once you have established a strong willingness for your company and customer to regularly communicate, the *Mobile App* is then the information crutch for the buyer in question. Enticing them to download the retail mobile app will connect both of you, bringing more information in front of the buyer to return time and time again.

Healthcare must utilize the same format. Part of the treatment or visits will be attached to the *Mobile App*. Access to medical information for security reasons is blocked and only accessible by secure client password.

The social opportunity to be this connected brings the patient closer to the services offered. This is not only a medical app it works with urgent care, emergency rooms, the patient stays, and medical information. Also available to the visitors, which includes in-patient entertainment channels for their Smartphones, accessible by the **ProxID Enhanced QR Code** posted in the rooms and waiting areas.

This solidifies the customer/patient experience, expanding the possibility of repetitive family and friend's healthcare business.

Today, *ProxComm Technology* has taken proximity communications even further, now not just one notification transmitted, but up-to ten (10) different informational notifications can be transmitted at one time. Bringing a whole new realm of networking to us all.

ProxComm Technology has today taken it one step further with Proximity Marketing, which is exactly that, information and notifications received on a Smartphone when within the proximity of the transmitted information via a *ProxComm Proximity Beacon* or a scanned *ProxID Enhanced QR code*.

The Smartphone receives the notification when within a 300-foot radius via Bluetooth Low Energy (BLE) and displays the notification on the Smartphone as a graphic, text or video which is clickable and takes the individual to multiple marketing information, sales coupons in or around a retail store, call to action, which includes sending a text message, making a phone call or even viewing more direct facts. Say at a theme park, zoo, museum, supermarket or healthcare facility. It is endless on what information is passively transmitted via this *one-way-marketing Contextual Solution*.

ProxComm Technology's proprietary proximity marketing works with our *ProxComm Beacons and ProxID QR Codes*. Meaning that we make available to all Smartphones, via Google Nearby, QR Code and iOS Beacon with mobile App, or with an SDK inserted in your existing Mobile App.

If your company already has a Mobile App we will supply you with an SDK (a software development kit) to add to your App software which will work perfectly on all main platforms.

Call: (515) 200.7068 or (330) 366-6860

www.proxcomm.technology

Email: connect2us@proxcomm.technology

***Connect, Engage,
Communicate... Be Heard...***

**JOIN US,
THE BOLDNESS
& SUCCESS
RUBS OFF...
PROXCOMM** 
www.proxcomm.technology
EMAIL: BOLDNESS@PROXCOMM.TECHNOLOGY
CALL U.S.A. : (515) 200-7068 OR (330) 366-6860



COPYRIGHT 2018

WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...

Copyright 2018

<http://www.proxcomm.technology>

Email: proxcomm@proxcomm.technology

Telephone: USA: +1 (515) 200.7068

PROXCOMM 
www.proxcomm.technology