



PROXIMITY THEMATIC PROXCOMM'S WAITING ROOM

Our waiting rooms are a haven for the dissemination of information, education, and guidance from marketers, the opportunity to connect within healthcare, like hospitals, doctor, dentist offices, including urgent care and other medical facilities. It is all about location, education and a solid captive audience with more time on their hands than they know what to do with!

Nicholas Ashton, CEO/CIO, CommSmart Global Group

The one guarantee from the moment you wake up is an advertiser will enter your space, with radio, television, Internet, digital signage and now, **proximity social marketing beacons**.



The latter you may never have heard of but your Smartphone is receiving notifications when you enter the proximity of the information being transmitted. Google and Apple have been sending you notifications for several years via Bluetooth, a low energy Bluetooth that connects to your Smartphone when you are within up to a 100 yards radius. You know, share your photographs or take a survey, simple calls to action which we all are now used to.

CommSmart Global Group, a LexisNexis Risk Solutions Partner has been utilizing proximity connections

for the last ten years, first with RFID and NFC and was instrumental in furthering Low Energy Bluetooth for educating, marketing and information deliverance. **Importantly, Security is #1!**

Importantly that is not all! It includes analytics that makes all the difference in **'knowing'** your customers and potential client's locations, shopping habits and importantly how long they dwell or stay in one place utilizing their attention in regard to your products or services.



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It is all about **customer experience**, even in a hospital, doctor's office or in growing urgent care facilities. Yes, *patients are customers too!* Never more so than now when you can reach all that enter your facility as the majority never leave home without their Smartphone.



The Smartphone today is accessible with pertinent information delivery. You create a stream of information to fill their time as they wait alone, sit with family and friends or due to the length of the wait, all of them can be informed of the facilities, their services and even educate with videos and yes, advertising.

Within the healthcare industry which includes pharmaceutical companies, who today dominate television and magazine advertising. Radio, television and Internet advertising is limited to those that choose a particular format, their favorite and trusted channels and the advertiser never reaches all due to selectiveness of the listener or viewer.

That is not the case anymore!



For the last three years, the Smartphone has made so many technological changes and so has CommSmart Global Group's **PROXBEACON's**, who are the world leader in '**outside of the box**' innovation, proprietary software/hardware which includes, proximity social marketing via direct advertising notifications, asset tracking, customer understanding, in-door navigation and importantly all linked together with analytics, *in real-time!*

Add digital signage linked with proximity social marketing beacons you now have a 24/7/365 opportunity to communicate with importantly your customers/clients. Never has such an opportunity existed and has been harnessed with **PROXBEACON**.



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Our expertise, listening capabilities, implementation, management, coaching and mentoring is our lifestyle. There is the difference in this technological profitable advancement.

There are advertisers that wish direct contact with your customers. How do we know? We have spoken with them and deal with them already with conventional advertising methods. They see the potential which they are willing to invest in, via advertising. To participate, it is the *chicken and the egg scenario*, there has to be a solution capability within facilities first. You know the issues, you see them every day in your operations and know how this will make a vast difference in the customer experience.

This has a vast opportunity not just in your main facilities but the increasing satellite operations. Urgent care centers are filling a growing void in the U.S. healthcare market. And their prime real estate location is more than a boon for marketers in many categories. Because of how and where they operate, these facilities afford marketers a rare, and extensive opportunity to connect with consumers enticingly close to the point of purchase with proximity social marketing beacons, which transmit 24/7/365 and fully remotely manageable.

Most urgent care centers (UCCs) are situated inside drug stores, grocery stores, mass merchandisers and other high-traffic locations such as strip malls, right where people shop. Volume is high, as offices are typically open at least 12 hours per day on weekdays and between six and 12 hours on weekends. A wide range of serious but not life-threatening conditions may be treated, including cold, cough and flu symptoms, as well as wounds, fractures, and sprains. Thus, marketers of everything from cold and allergy medications to pain relief, first aid and antibacterial products could and will deliver educational messages and promotional offers within steps of an actual purchase. All deliverable via their Smartphone and **PROXBEACON!**

The proximity of location isn't the only advantage in this healthcare sector. Marketers will reach patients at urgent care facilities at the precise moment when they are most receptive to information and guidance on making healthcare decisions and in a far less stressful emotional state than what they would encounter at a hospital.

Thanks to social media and online research, today's patients are accustomed to arming themselves with data regarding treatment options, and marketers can play an important role in addressing these needs. Any marketing activities conducted at urgent care centers must and will be pro-active, information-based and entirely focused on the patient's needs while they wait.



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Learning Tools

The urgent care environment lends itself to educational outreach through a variety of learning tools, from product sampling kits to Smartphone coupon delivery, fact sheets, custom brochures and digital signage display screens. These are particularly useful tools for both doctors and patients to learn more about relatively rare or complex conditions, as well as treatments for everyday conditions that patients may not have known existed. A recent urgent care outreach program for an oral dehydration product, for example, resulted in a 58% increase in physician recommendations for the sponsored brand.

As the gap between patients' access to primary care and emergency care continues to widen, urgent care centers offer a viable alternative to the ER at a much lower cost than a typical hospital visit. And their footprint is steadily expanding. There are currently more than 10,000 UCC's across the U.S. and growing! The facilities handle an average of three patient care visits per hour and 32 visits per day, according to a recent industry report.

Beyond simple tests such as strep throat detection and urinalysis, UCC's often perform blood work and basic metabolic panels, and occasionally offer CT scans, ultrasound, and MRIs. Marketers who want to learn more about UCC practices have various industry resources at their disposal.

As the U.S. healthcare industry continues to grow and evolve, urgent care is the further chance that any marketer would leap at to be in the right place at the right time.

We KNOW! So, let us consult and converse...

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CommSmart Global Group – A LexisNexis Risk Solutions Partner

It is productivity perfection personified!

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



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