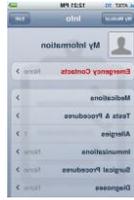


# Crosswater Digital Media's MIN-Medical Information Network



Patient with a possible bronchial infection is in ER waiting room watching TV screen featuring [Your Medical Center's](#) programming. He sees an ad from a local medical supply store about wheelchairs and notes it's nice to hear something relevant to the hospital experience. After the ad, he then sees an informative media segment promoting [Your Medical Center's](#) World Class Spine Center.

He sees that if he texts SPINE to 74499, he can receive more detail.

Text information connects him to a link on [Your Medical Center's](#) website for on-line patient education program about the procedure at [Your Medical Center](#). The information is available in multiple languages so he points it out to the Hispanic patient sitting next to him in ER.

He then forwards the text to his sister who's considering spine surgery since she has a troublesome herniated disk.

Sister goes to [Your Medical Center's](#) website and logs onto Spinal Center pre-op course which answers a lot of un-answered FAQs, and then calls [Your Medical Center's](#) Spine Center to schedule a consult.

While on-hold on the phone awaiting the scheduling department, she learns from the on-hold messaging that [Your Medical Center](#) has an 80 year history and 2 hour free parking is available close by.

After taking Sister's information, nurse sees that she has already taken the pre-op course and, after accessing her on-line historical activity at the nurse's station, notices one question was left blank.

Nurse uses the opportunity to give her a more detailed explanation and suggests she review

that portion of the course again to confirm that she understands the procedure completely.

Appointment scheduled. A reminder is sent via text to the sister's mobile phone as well as [Your Medical Center's website link](#) regarding what information she should have available for the consult.



Sister arrives early at [Your Medical Center's](#) Spine center for appointment. Asks for Nurse that she spoke to, only to find that, she is on her break taking an accredited on-line nurse education course, but will be done in 10 minutes and she can speak to her directly then.

While in Spine Center's waiting area, Sister watches screen and learns more about her surgeon's world class reputation which recently screened on YouTube and gains more confidence about decision to go to [Your Medical Center](#).

She has watched a similar segment on [Your Medical Center's](#) website, but this program also included mention that if she texts MEDS to 74499, she can opt-in to receive medication reminders for the pre-op antibiotics she'll need to take, as well as the pain meds after the surgery.

The MEDS reminder is accompanied by a distinctive signature sound that she had heard on the [Your Medical Center's](#) Network channel, so she knows the text is from [Your Medical Center](#) and it's important to view it.

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of how *Your Medical Center* stays connected as well as positively re-enforces the patient's experience at *Your Medical Center*.



After a successful surgery, while in her hospital room patient watches *Your Medical Center's* program that details discharge procedures and sees that she can also take an anonymous on-line survey to comment on her experience at *Your Medical Center*. Nurses and Surgeon get positive reviews which *Your Medical Center* now can use to document its high quality medical services and patient satisfaction levels on social media sites. One of her comments is about how her family enjoyed the local restaurant which advertised on *Your Medical Center's* network.

All the pre and post op courses, as well as the discharge segment, also verify that correct information was given to the patient and that the patient actually completed or followed the required procedures, thereby reducing liability concerns and demonstrating an affirmative step toward reducing the risk of readmission for the same condition.

It also reduced the time that clinical staff had to spend on FAQ's so they could attend to other healthcare priorities.

The on-going text contact following discharge provides *Your Medical Center* re-marketing opportunities to the patient, as well as keeping *Your Medical Center's* "we care" image top of mind with this patient.

When 'word of mouth' recommendations are extended to others, the texts provide examples