



**PHILIPS**

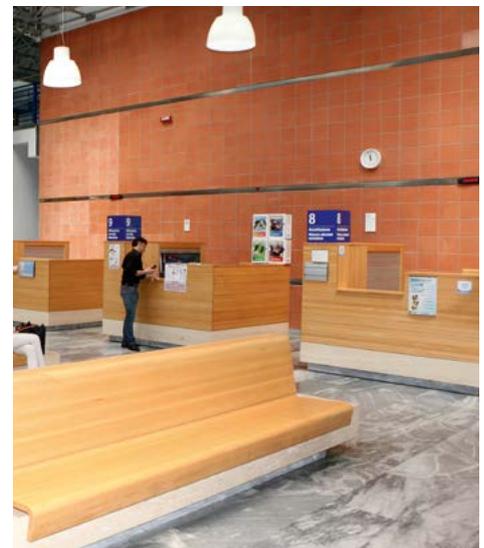
Healthcare Solutions

Healthcare Case Study

# Premium content, improved patient experience for Ospedale Versilia

*“With the installation of Philips Healthcare TVs, Ospedale Versilia can now offer premium content to patients. Besides improving the patient experience, it generates additional revenue to help offset the hospital’s operational costs.”*

Luca Urati, General Manager, Interface Globe OR someone from Ospedale Versilia



## Background

Intech/Interface is one of northern Italy's fastest-growing hospitality TV solution providers. In recent years, the company has expanded its focus on projects in hospitals and nursing homes, providing solutions that offer unique value to both healthcare institutions and their patients. Located in Viareggio, Ospedale Versilia contacted Interface in 2013 for their assistance in procuring and integrating new televisions designed specifically for the healthcare sector.

## Challenge

First and foremost, Ospedale Versilia invests in the health, wellbeing and comfort of their patients. Due to normal wear and tear, many of the televisions in the patient rooms were outdated and needed to be replaced. The hospital saw it as an opportunity to upgrade their technology, as well as offer new functionality to patients. They asked Intech/Interface to recommend a comprehensive healthcare TV solution that offered patients access to premium content.

## Solution

To make patients more comfortable during their stay, Ospedale Versilia wanted to offer premium content on a pay-per-view basis. The smart access mechanism needed to be easy to implement, monitor and control. Philips Healthcare TVs are specifically designed to improve the patient experience and



add value to healthcare environments. Featuring crisp, white design elements and a wipe-clean remote, these best-in-class displays can be tailored to each hospital's requirements. MyChoice was the deciding factor that led Ospedale Versilia to select Philips Healthcare TVs. It allowed the hospital to offer patients access to premium content through a centralized, easy-to-use portal. In Month Year, Intech/Interface installed and integrated nearly 200 Healthcare TVs at Ospedale Versilia.

## Benefits

With the installation of Philips Healthcare TVs, Ospedale Versilia's patient rooms now feature modern, stylish televisions with advanced functionality. The new Healthcare TVs provided:

- **A healthcare-specific solution:** The televisions are designed for the healthcare sector, easily integrate with existing hospital systems and include a wipe-clean remote for better hygiene.
- **Premium content for patients:** Patients can now enjoy premium pay-per-view content, while the hospital can easily monitor access with the MyChoice portal's reporting tools.
- **Extra revenue:** The smart access model provides the hospital with an additional revenue stream to offset its operational costs.
- **Potential for additional functionality:** Besides premium content, Philips Healthcare TVs can be integrated with existing hospital information and nurse-call systems. It is also possible to offer access to the internet and online apps.

The new televisions provide the latest technology and measurable value to the patients and the hospital as a whole. Thanks to the successful installation and excellent performance at Ospedale Versilia, Intech/Interface plans to install an additional 2,000 Philips Healthcare TVs at hospitals throughout northern Italy.



## Fast Facts

<b>Client</b>	Ospedale Versilia
<b>Location</b>	Viareggio, Italy
<b>Project</b>	MyChoice Healthcare TVs in an Italian hospital
<b>Products</b>	22HFL3008D/12
<b>Partners</b>	Interface Globe, Intech

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