

# George Washington University Hospital on Top of Inauguration Thanks to Digital Signage

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WASHINGTON – The George Washington University Hospital, a D.C. based hospital just blocks from the inaugural festivities, reports it managed to stay on top of activities during the Presidential Inauguration using Netpresenter software to communicate with its staff. Updating staff via a mixture of interactive PC screensavers and Digital Signage presentations proved highly effective in the inaugural rush.

“I don’t know how we would manage such an event without this tool. I thought you would want to know how Netpresenter played a part in the Presidential Inauguration,” wrote Gretchen Tegethoff, Chief Information Officer/Director of Information Technology, at George Washington University Hospital (GWUH), in an e-mail on the day of the Inauguration.

The Netpresenter communication and emergency notification software used by GWUH is the same as used for the cross medial, nationwide AMBER Alert system recently implemented in the Netherlands.

“We used Netpresenter extensively to communicate with the staff on Inauguration preparations and updates. On the day itself, all slides were exclusively for the Inauguration. We sent out security updates, sleeping arrangement details, command center instructions, and transportation updates.” Tegethoff continues.

“Taking communication with physicians and nursing staff, visitors and patients during such a critical event to the next level, The George Washington University Hospital sets a great example for other hospitals,” says Frank Hoen, Netpresenter CEO.

GW Hospital recently announced the implementation of the communication method, based on Netpresenter communication software. The solution allows GW Hospital to inform and motivate staff, update visitors and patients and warn all with one single system. The messages are targeted to the audience or monitor location: the latest hospital and healthcare news is broadcasted on all 1,200 personal computer (PC) work stations as an interactive screensaver and on large monitors in the staff elevator bays. Targeted messages are also published on big screens in the visitor elevator bays, main lobby, and physician lounges. The solution also includes an Emergency Alert functionality to alert all in critical emergencies.

## About The George Washington University Hospital

The George Washington University Hospital is a 371-bed acute care facility jointed owned and operated by a partnership between a subsidiary of Universal Health Services Inc. (UHS), a King of Prussia, PA-based company that is one of the nation’s largest healthcare management companies, and the George Washington University. GW Hospital has particular expertise in breast care services, cancer care, cardiovascular care, emergency medicine, minimally-invasive surgery, neurology and neurosurgery, orthopaedics, and women’s services.

## About Netpresenter

Netpresenter provides innovative communication software helping organizations to easily get their message across to employees and customers - using PC monitors, large LCD/ plasma screens and/or mobile devices. Because the same information is brought to the attention time and time again, in the form of PC screensaver, PC desktop, mobile phone or Digital Signage messages, it is seen and remembered better.

Apart from greatly improving (internal) communications, the software drives traffic to the intranet and solves e-mail stress and information overload issues. And as the same system can be used to warn everyone effectively and immediately in case of an emergency, it also improves staff and visitor safety.

Netpresenter solutions are already used by 1 million users working at multinationals worldwide, including Sony, Nokia and DSM. Netpresenter is also responsible for AMBER Alert Netherlands, a crossmedial system used by the Dutch police to alert all Dutch citizens when a child has been kidnapped or gone missing. The system simultaneously alerts all via text messages, e-mail, PC screens (screensaver or pop-up), Digital Signage screen (presentation or pop-up), Instant Messaging, Website Alert (Flash), newsfeed, etc. Netpresenter fully sponsors the development and maintenance of AMBER Alert Netherlands.

Please visit the website for more information: [www.netpresenter.com](http://www.netpresenter.com).

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