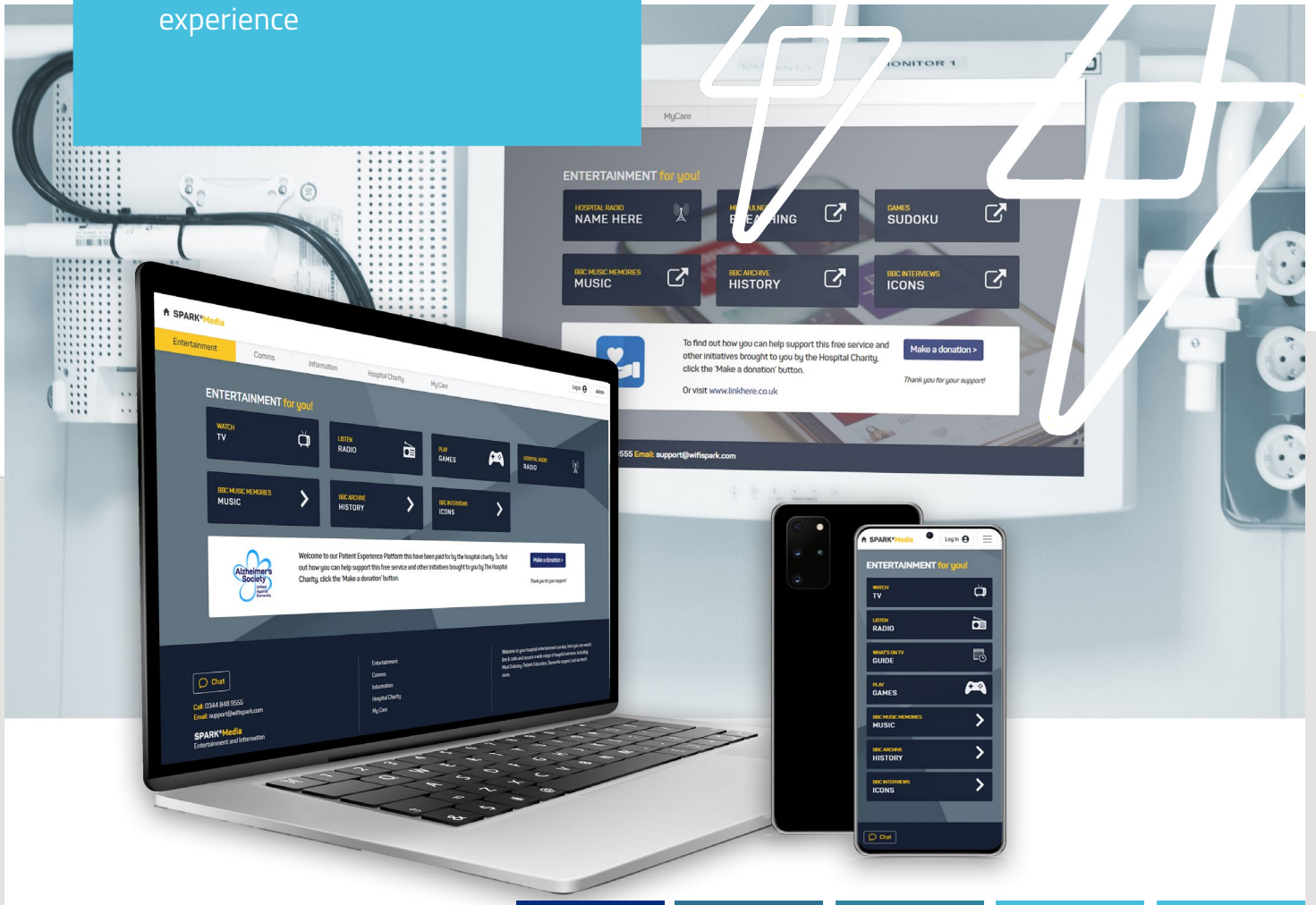


# SPARK<sup>®</sup> MEDIA

SPARK a change in patient  
experience

## WiFiSPARK



- Leverage SPARK<sup>®</sup> infrastructure
- Capitalise on patients BYOD
- Provide free entertainment



PRINT



ENGAGE



CLINICAL



ENTERTAIN



UNITE

## More Than Just WiFi

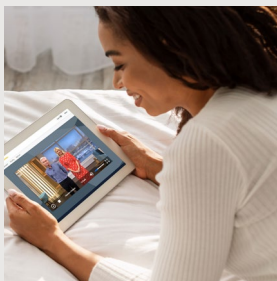
WiFi SPARK provides WiFi, Entertainment and Analytics to Healthcare, Transport and Retail environments and helps businesses shape a better future.

WiFi SPARK, 5 Cranmere Court  
Lustleigh Close, Exeter, EX2 8PW

www.wifispark.com  
0344 848 9555



# WHAT IS SPARK® MEDIA?



Provide access to:

- Freeview TV
- Hospital Radio
- Magazines
- Games
- Meal Ordering
- Clinical Access
- Video Calling
- Films
- Dementia Support
- Charity Links
- NHS Apps
- Health Videos

## SPARK® Media is the future of patient entertainment.

SPARK® Media is an entertainment delivery platform that delivers TV, radio, and other entertainment and engagement services to any WiFi-enabled device with a web browser.

It's free to use, available to everyone, and enables users to listen, watch, read, and learn as well as organise meals or service requests themselves.

SPARK® Media can generate revenue and save hundreds of thousands for organisations, all within a complete managed service solution.

### WHAT'S ON OFFER?

Our solution caters for everyone, including those without their own personal device as SPARK® Media is available on bedside entertainment units and existing infrastructure, as well as a bring your own device (BYOD) solution.

We work with the NHS and charity organisations to fund this platform



# SPARK<sup>®</sup> MEDIA: PRINT



Provide your patients, visitors, and staff with free access to digital print content. This can be a great benefit to people in waiting areas, receptions, day rooms, on wards or any areas where there are dwell or waiting times. Patients, visitors, and staff can use their own devices to view the latest digitised print media daily.

Simple, easy to use, and accessible via any web browser, WiFi SPARK can launch the service from your captive portal, user experience (UX), or from our Media Dashboard after logging into the WiFi - there is no need to download an App.



DIGITALLY ENRICH YOUR USER EXPERIENCE

# SPARK® MEDIA: ENTERTAIN

**“It’s massive for us as it means our patients, visitors, and staff all have free access to an entertainment platform on any device - and it’s free and easy to use and accessible to everyone.”**

- Lisa Thompson, Director of Communications & UHNM Charity

## Entertainment for all

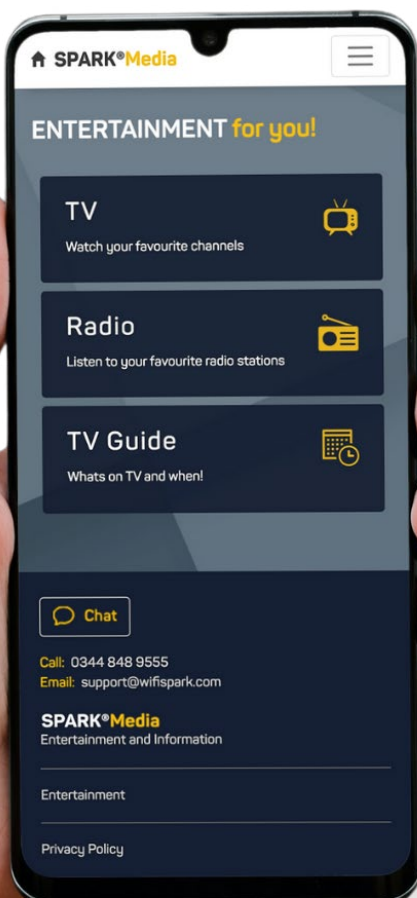
As part of the Entertain package, you will be able to offer TV, radio, newspapers & magazines, games, dementia support, NHS apps, charity links, health videos, films (bolt-on), video calling, meal ordering, hospital information, and more.

We provide a huge library of content, stored directly on-site, saving valuable internet bandwidth.

SPARK® Media: Entertain has access to the entire suite of digital print titles provided in our Print package as well as Freeview TV and all TV channels free in children’s wards.

We can provide access to any channel in the world via satellite services including SKY TV channels, SKY Sports, and National Geographic, for example.

WiFi SPARK is also able to provide integration to Hospital Radio Services, enabling a broadcast medium to every area of the hospital that has WiFi connectivity.

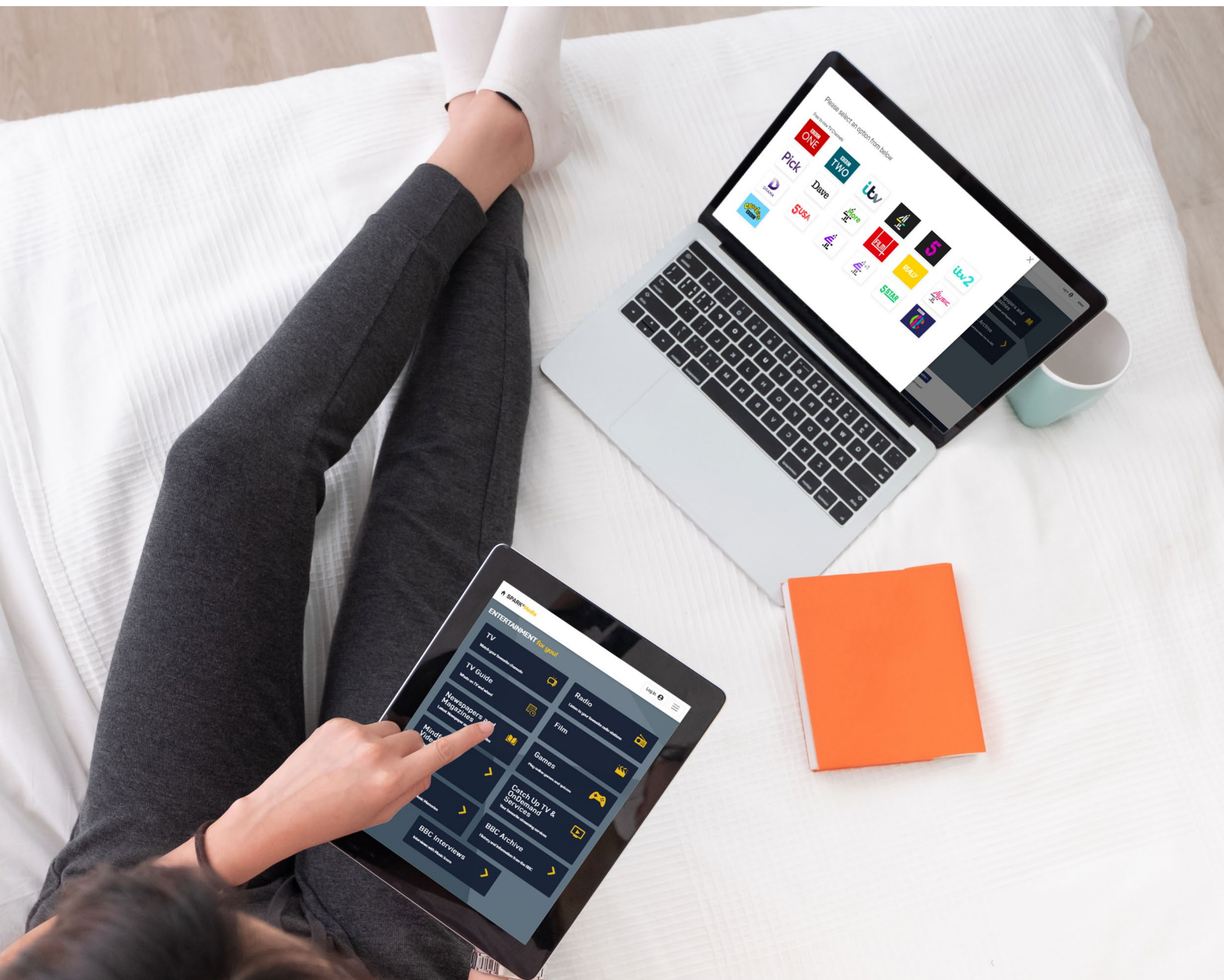


## Never miss a second with catch-up TV

Although SPARK Media: Entertain provides a range of live channels already, some viewers welcome the option to stream content from their favourite apps such as BBC iPlayer, All4, ITV Hub, Netflix, Amazon Prime, or Disney+.

This feature gives patients that choice and provides some of the home comforts they are used to.

It’s also a great benefit to staff in their downtime.



Help to increase focus, concentration, and memory.



Aid us to be more present in day-to-day activities.



Slow age-related illness. Whilst it doesn't appear that brain games can prevent age-related cognitive decline and dementia, growing research indicates that they may slow or delay them.

## GAMES

As part of the SPARK® Media: Entertain package (or bolted-on individually), 22 puzzle games are available to help patients, visitors, and staff pass the time and keep their minds active.

The game most enjoyed on our platform is Sudoku. Sudoku is a number placement game that relies on short-term memory. To complete a Sudoku puzzle you must look ahead and follow trails of consequences. This type of planning helps to improve our short-term memories and our concentration.

Puzzle games have been proven to improve our mental

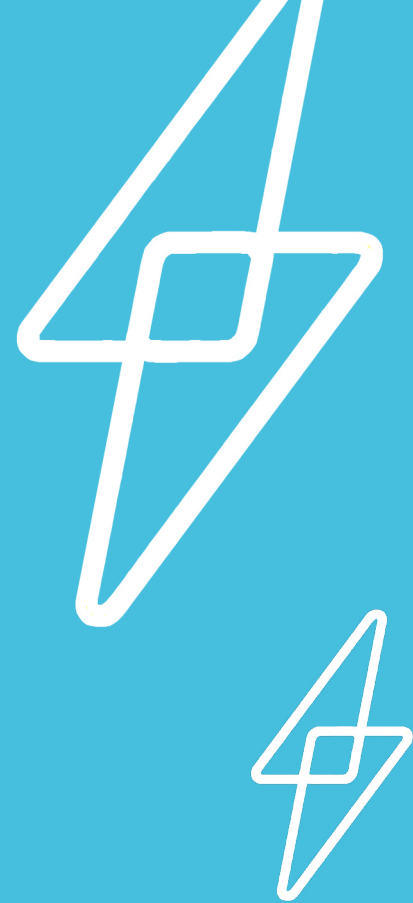


**ENCOURAGE THE IMPROVEMENT OF MENTAL AGILITY**

# SPARK<sup>®</sup> MEDIA: ENGAGE

SPARK<sup>®</sup> Media: Engage allows you to enhance the patient experience, giving access to surveys, digital meal ordering, digital service links, advertisements, communication, and educational resources.

## USER EMPOWERMENT THROUGH DIGITAL



### Information & Comms

With real-time access to the content management platform, the comms team can control, edit and update all messaging and information links. Campaigns can be ward-specific or hospital-wide and the Trust can generate revenue by utilising the advertising options available.

### Education

Access to either the NHS Choices video library or a personalised health education service.

### Meal Ordering

Integration with Datasym catering solutions, enabling patients to view detailed menus and order directly from their own device. This can be extended to include on-site retail outlets and other catering services.

### Service Requests

Empower patients to make requests directly to the correct department, rather than interrupting healthcare professionals.

### Surveys

Fulfil all survey requirements and develop new ones via the easy to use web-based admin tool. Using our analytics tool, you'll have a snapshot view of the survey results.

### Telephony

New telephony service or integration with existing systems, plus access to widely used web services, such as Skype and Hangouts.



### Key Features



#### Fully locked-down tablet

Secure device that can be locked to an existing food table or bedside cabinet.



#### Software is updated over the air - no site visit.



#### Access to Hospital Radio

Access to the full SPARK® Media Entertainment and Engagement suite.

## SPARK® MEDIA: UNITE

SPARK® Media: Unite connects patients, visitors and staff with their loved ones and healthcare professionals through video calling applications that do not require users to create an account. Using applications such as Skype, Zoom, or Hangouts, users can video chat with others for free, even in a wall-gardened environment.

The service allows access to any wall-gardened web links such as Hospital Radio, as well as streaming media sites such as iPlayer, Netflix and Prime. Access to the full SPARK Media entertainment service is also available, including TV and digital magazines.

Available on Trust-owned tablets or other devices, the service is easy to understand and simple to use. The devices have been configured to only allow access to specific applications and access to the internet is limited within a wall-gardened environment. The user will have the ability to select pre-installed video calling apps. Once selected, the application will send a web link via SMS to the person they wish to speak to. The recipient simply clicks the link and a connection is made.



### PATIENT DASHBOARD

Enable patients to stay up to date with their care journey with approved medical advice, information about the Trust, and guidance on how they can manage themselves during their stay.



### REMOTE ACCESS

Trust-owned devices are able to integrate with clinical applications.



### PAS INTEGRATION

Provide direct access to the Patient Admission Service on Trust-owned devices.

# SPARK<sup>®</sup> MEDIA: CLINICAL

## PATIENT ENGAGEMENT SUITE & CLINICAL ACCESS

A comprehensive suite of solutions to empower patients and enable healthcare professionals to deliver an excellent level of care and education.

SPARK<sup>®</sup> Media: Clinical can integrate with your clinical solutions using PAS integration and/or HL7 integration, enabling clinicians to show the patient key information about their health journey. Staff can also use it to access the patient's records and clinical systems. This

HEALTHCARE INNOVATION DELIVERED.



Digitally transforming the NHS, one Trust at a time.

# THE RESULTS

## CHALLENGES SOLVED

The provision of a media package that gives patients, visitors, and staff access to television and entertainment services as well as targeted learning and engagement for specific patient groups

Having installed a ubiquitous WiFi solution to the Trust in 2018, WiFi SPARK was able to roll out its full SPARK® Media Entertainment and Engagement suites to West Suffolk in 2020.



**NHS**

**West Suffolk**  
NHS Foundation Trust

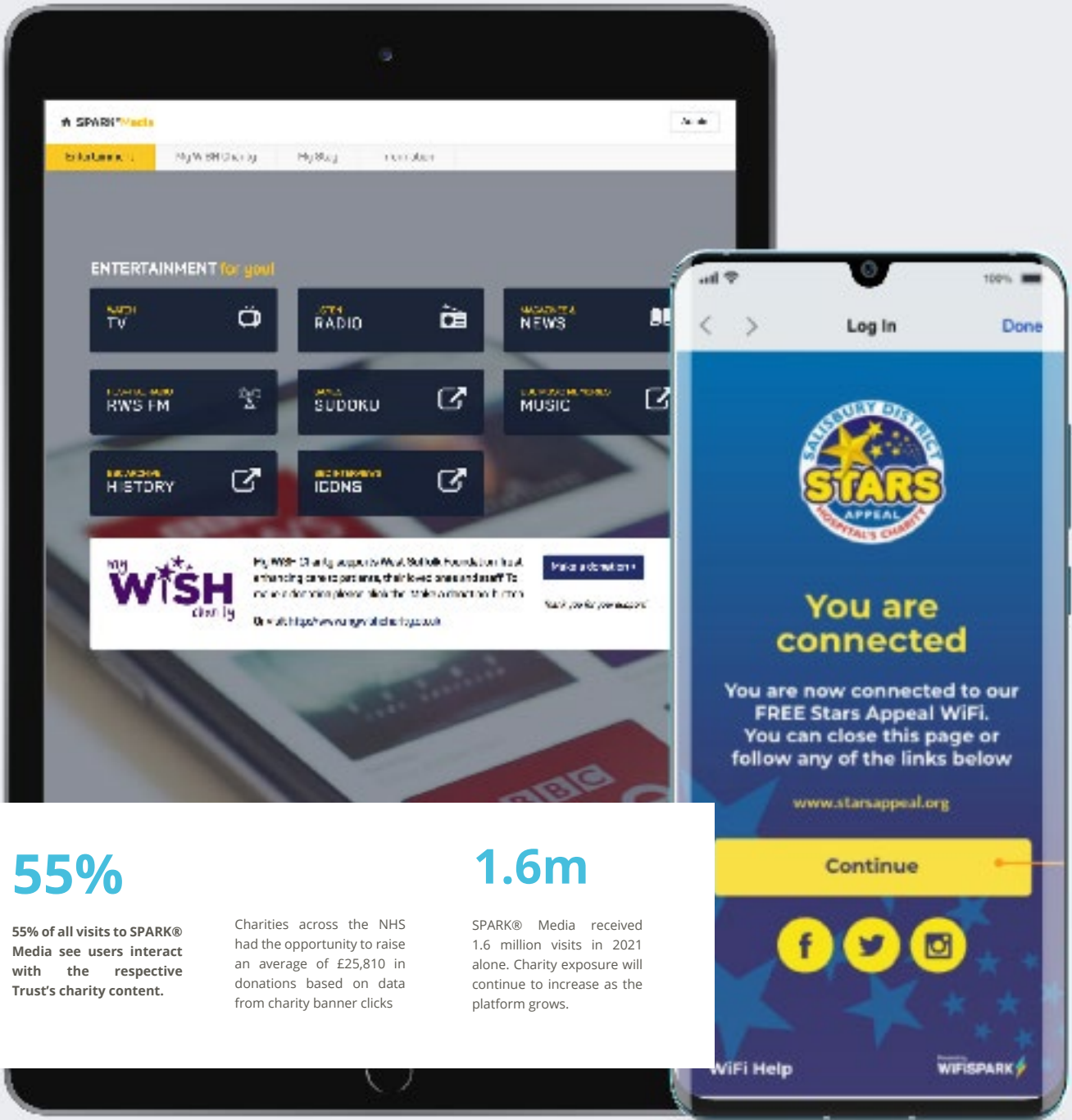
430 BEDS

3,000 MEMBERS OF  
STAFF

24/7/365  
SUPPORT

“Over recent times it has become even more apparent how important it is to support our patients during their stay in hospital. The launch of this new service is a great example of how digital solutions meet the aspiration of the wider care and support we can offer our patients and it really compliments their clinical care.”

Liam McLaughlin



**55%**

55% of all visits to SPARK@ Media see users interact with the respective Trust's charity content.

Charities across the NHS had the opportunity to raise an average of £25,810 in donations based on data from charity banner clicks

**1.6m**

SPARK@ Media received 1.6 million visits in 2021 alone. Charity exposure will continue to increase as the platform grows.

# TRUST CHARITY

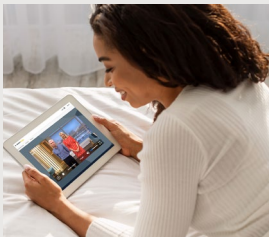
The Trust Charity is paramount in the successful deployment of the solution and the engagement with users.

SPARK@ Media allows the Charity's branding and messaging to be forefront to the design and user journey

- Display charity logo on the main SPARK@ Media dashboard when users first land
- Encourage donations with 'click to donate' buttons
- Increase charity awareness and visibility
- Link through to URLs and other important news
- Encourage users to sign up to your updates and increase your following

# HOW TO STOP CHARGING PATIENTS FOR ENTERTAINMENT

## FREE ENTERTAINMENT FROM AS LITTLE AS 80p PER BED PER DAY



Provide access to:

- 24/7 TV
- All non-Premium channels
- Unrestricted outbound calls
- Free access to radio and Hospital Radio
- All SPARK® Media services for patients own devices

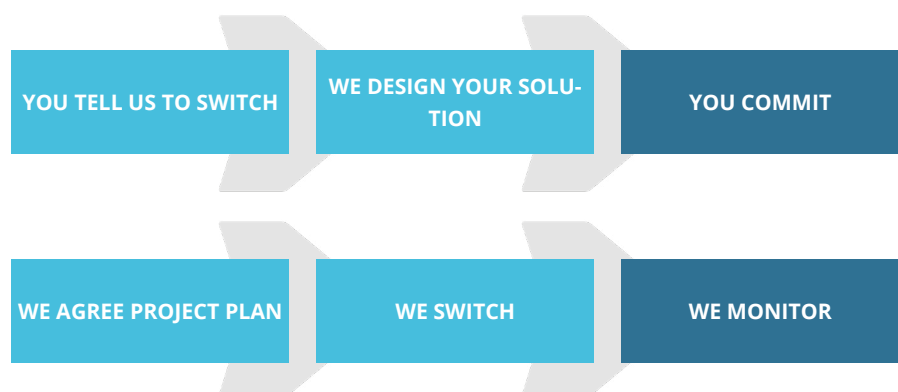
### Obliterate patients paying for entertainment by switching to a Trust-Funded solution.

Our mission, is to provide a ubiquitous application platform to the NHS for Healthcare providers and to reduce to zero, the cost to patients for hospital provided Patient Entertainment. For this we need your help.

In this solution, SPARK® provides the infrastructure and the Trust invests in the service for a true partnership. Options are available for Trusts to own bedside units also.

### SWITCH AND BEGIN THE PATH OF OUR THREE YEAR VISION

- Free Patient Engagement, Entertainment and Internet
- The latest specification bedside units, with continuous hardware upgrade plan
- Extensive library of applications for clinical and patient use.
- Full clinical access across the NHS
- A unified experience across bedside terminals and BYOD



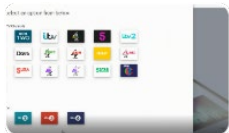
# OPTIONAL EQUIPMENT

Our Vision for delivering free engagement opportunities for all coincides with a drive for digital transformation across the healthcare sector. But digital transformation doesn't have to mean dispelling existing infrastructure. Alongside a bring-your-own-device (BYOD) solution, we have a number of hardware options that ensure your staff, patients, and visitors have access to the best technology whilst making use of the technology you already have.



## TRUST-OWNED TABLETS

- Samsung Galaxy Active Tab 2 (8", RFI reader, clinical case option)
- Samsung Galaxy Tab A (8" or 10", clinical case option)



## TV DISPLAYS

- Advanced HE690 Series (available in 27", 32", 40" & 55")
- Android Set-top-box.



## LOCKABLE TABLE MOUNT

- Mount on your existing food table a secure hospital-owned tablet or allow patients to use the mounting for their own device.



## MEDIA TABLE

- Secure mount for 8" to 12" tablets, either patient or Trust-owned and can be used to replace the existing food table.



## CLINICAL MEDIA TABLE

- WiFi enabled, battery powered Android touch screen, waterproof, scratch-proof, and made from antibacterial plastics. Added benefit of using table whilst screen in use. Device has a battery life of



## BEDSIDE UNITS

- SPARK® Media can also run on a traditional hospital TV platform with a bedside terminal mounted via an articulated arm.

# EXISTING BEDSIDE UNITS

## CURRENT BENEFITS

- A multifunction device at the bedside
- TV& Radio available now
- Telephony available
- Secured device
- Supported and maintained
- Health and Safety checked
- Zero cost

## FUTURE BENEFITS

- New state-of-the-art terminal
- SPARK® Media and all services
- Telephony
- Clinical access
- More apps
- Digital inclusivity for all
- Supported and maintained
- Zero cost to patient

SPARK® A CHANGE IN PATIENT EXPERIENCE

**53,000+**

Bedside entertainment units are already installed across the NHS.

**750,000+**

Sessions are recorded per day across WiFi SPARK WiFi, Patient TV, Engagement & BYOD





# SUPPORTING OUR 3 YEAR VISION

## **FREE ENTERTAINMENT TO PATIENTS**

Working with Charities and Trusts we can ensure no patient has to pay for entertainment again.

## **UNIFIED INFRASTRUCTURE**

Be smart with our tech - use existing infrastructure to build upon, saving you cost and time.

## **MAKING A DIFFERENCE TO PEOPLES LIVES**

Changing patient entertainment forever, for patients, staff, Trusts, charities and us.

