

Changing the landscape - Moving away from the 'patient pays' model, so that no patient has to pay for entertainment.

## TRUST FUNDED ENTERTAINMENT SOLUTIONS

WiFiSPARK 



- Leverage SPARK® infrastructure
- Capitalise on patients BYOD
- Provide free entertainment



ENGAGE



INFORM



ENTERTAIN



EDUCATE

## Obliterate the 'Patient Pays' model for entertainment

# HOW TO STOP CHARGING PATIENTS FOR ENTERTAINMENT



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

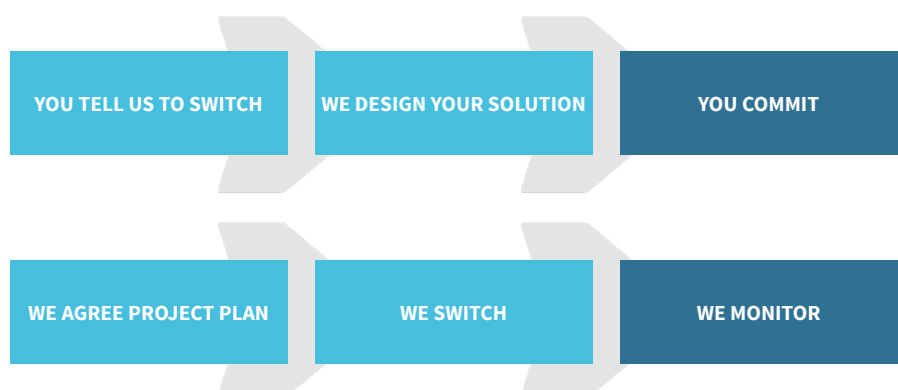
## Obliterate patients paying for entertainment by switching to a Trust-Funded solution.

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



# FREE ENTERTAINMENT FROM AS LITTLE AS £1 PER BED PER DAY



These Trusts have already made the switch:

- Hexham General Hospital
- Wansbeck General Hospital
- North Tyneside Hospital
- Fairfield General Hospital
- Hope Hospital
- Northampton General Hospital
- Royal Oldham Hospital
- County Hospital
- Whiston Hospital



PUT THE SPARK BACK IN TO HEALTHCARE TECH

Numerous Trusts have taken on this solution with amazing results.

# THE RESULTS



University Hospitals  
of North Midlands  
NHS Trust

## 3 MONTH TRIAL COUNTY HOSPITAL

University Hospitals North Midlands changed their existing pay to use solution in to a free to use system for patients, over a three month period.

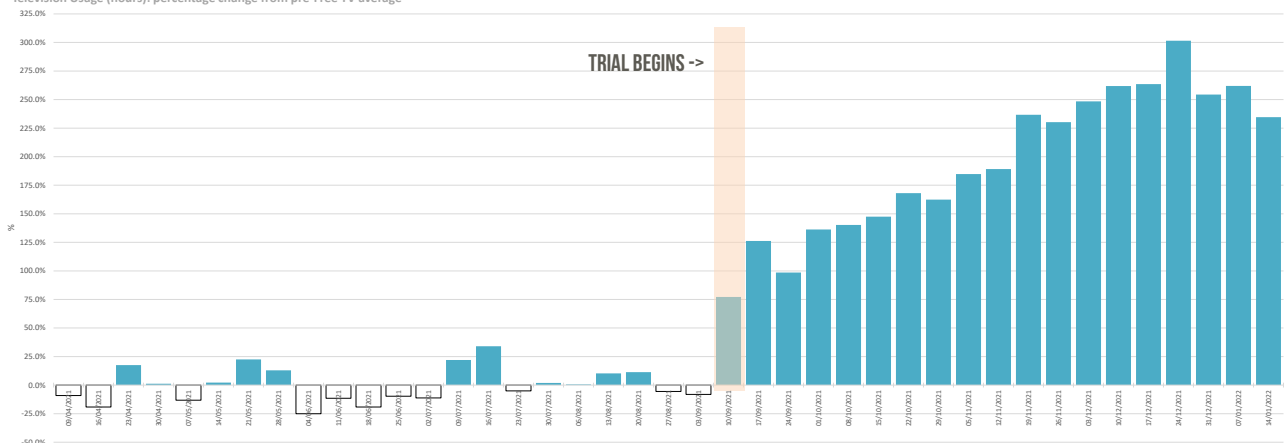
The results showed a 300% increase in the TV usage, compared to that from before the trial began.



**300% INCREASE  
TV USAGE**

**70% INCREASE  
BEDSIDE UNIT USAGE**

Television Usage (hours): percentage change from pre-Free TV average





# 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

