



## Mass Notification & Digital Media Distribution to Any Device

Healthcare is a story of change. An industry now engulfed in technology and in the midst of an unprecedented transformation. With government mandates for electronic records, demanding compliance requirements, a never ending quest for improved patient care, and the need for operational excellence, the ability to deliver the right information, to the right audience, at the right time has never been more essential.

### Powerful Content Creation, Management & Distribution Platform

X-Factor Communications' easy-to-use flagship application, Digital Screen Control Portal (DSCP://), delivers single point publishing capabilities for business metrics, clinical dashboards, interactive informational content, rich media, and much more. This powerful platform, built on HTML5, can quickly and easily deliver this information to all members of your organization on any connected device.

Originally developed for the digital signage industry, DSCP delivers robust messaging capabilities right to your fingertips. With an array of software solutions, centrally managed messages can instantly be seen on any device across your organization. The platform includes an enterprise desktop player, a screensaver, a web plug-in for SharePoint or any intranet site, a kiosk solution often used for wayfinding in complex medical centers, a mobile device interface, and a silent alert agent instantly informing your users of urgent situations. And, it's so simple to use, we've even trademarked the term "simple signage"!

Our PowerPoint automation tool allows your non-technical users to author in PowerPoint and easily distribute this presentation to all end points. Result? No IT required assistance in posting content. This includes sending out that hand hygiene screensavers in a flash!

In addition, with the use of our Mass Notification connectors, the emergency notification tool is sure to get the message out. From a single console, DSCP provides the ability to quickly post urgent messages or emergency alerts to digital signs, desktops, SharePoint, web sites, tablets, and mobile devices. Plus, based on the selected Mass Notification profile, the content of the alert automatically gets sent via email, SMS text messaging and live phone call with text-to-speech conversion to all intended recipients. You can count on DSCP when you need to get the word out.

### Digital Signage Use Cases

There are many benefits that X-Factor's mass notification and digital media distribution brings to its healthcare customers. Using digital signage you can showcase centers of excellence, promote programs and services, welcome patients and provide way-finding information. Communication via this method is effective and costs less than constantly printing posters. The company's digital medial solutions can greatly enhance the patient's experience by providing wayfinding information including maps that can be sent to mobile phones or printed at the kiosks, guiding patients and visitors through complex campuses.

### Enhance the Patient and Visitor Experience:

- Building information and directories
- Welcome and greet patients, visitors and staff
- Promote hospital, physician and surgeon specialties
- Extend content directly into patient's rooms and on their mobile devices
- Broadcast weather, news headlines, sports and traffic reports
- Recognize generosity of donors and encourage community giving
- Reinforce hand hygiene and patient safety "best practices"
- Reinforce seasonal health messages and wellness programs

### Locations for Digital Signage

- Lobbies and elevator banks
- Check-in, registration and waiting room
- Primary care and specialty services
- Emergency rooms and walk-in services
- Cafeterias
- Donor recognition
- Patient rooms
- Employee workstations

## A Powerful Way to Publish Actionable Employee Information

X-Factor's enterprise client side applications enables members of human resources, administration, marketing or any team or committee who is responsible for employee communication to get the message out, and with ease! The robust messaging capability of DSCP extends the reach of the robust messaging capabilities to the desktop, mobile device and the user community. No matter what screen front-line staff, clinicians or employees are using, you can incorporate PowerPoint documents, live video and real-time RSS and XML feeds in order to provide customized informational applications.

Content can be "interactive content", allowing the user to embed clickable links to detailed information stored on hospital information portals, launch a related video, or register for a class.

### Address important issues and opportunities including:

**SAFETY:** Centralize emergency management notification procedures for system outages, security threats, environmental emergencies and safety information in one secure place.

**COMPLIANCE:** Deliver real-time Joint Commission (JCAHO) readiness campaigns by sending alerts and real-time notification on how to meet the standards and codes for compliance.

**ENGAGEMENT:** Engage caregivers in advancing patient satisfaction scores through message reminders of patient quality and efficiency protocols ensuring maximum revenue and compliance under the Pay-for-performance (P4P) model.

**EFFICIENCY:** Help front-line staffs gain visibility and greater insight into a healthcare facility's dashboard data and key performance indicators (KPIs).

### Broadcast messages enterprise wide or by department:

- Post real-time system downtime notifications with link to procedures improving safety and maximizing resources.
- Send training snippets of federal reform initiatives with an interactivity link to guidelines improving compliance.
- Distribute messages to promote integrated healthcare services and physician referrals enhancing patient access and quality.
- Alert Physicians to reduce leakage within the system increasing productivity and efficiency.
- Transfer real-time operational intelligence into key messages on admission rates and wait times reducing costs.

## ABOUT X-FACTOR COMMUNICATIONS

X-Factor builds easy-to-use, interactive digital media networks for its customers supporting mass notification and digital media distribution to any device. Using our flagship application, Digital Screen Control Portal 4.0, the latest addition to the suite of products in the X-Factor Digital Media Control Platform (DMCP://), non-technical users have the capability to publish immersive interactive informational content, emergency notifications and advertising to internal and external audiences. The company's comprehensive digital content publishing capabilities allow its customers to create and deliver "any content" quickly and easily on "any device" including mobile phones, tablets, smart phones, SharePoint, desktops, kiosks, digital signs, intranet sites and telephones "anywhere".



## PRODUCTS

dscp:// DIGITAL SCREEN CONTROL PORTAL • ENTERPRISE DESKTOP • STOREFRONT & DMAX • MULTIMEDIA PLAYER • INTERACTIVE KIOSKS SERVICES

## SERVICES

CREATIVE • MEDIA SERVICE BUREAU • WEBCASTING

**For more information call 1 (877) 741-3727 or email [sales@xfactorcom.com](mailto:sales@xfactorcom.com). To learn more visit us at [xfactorcom.com](http://xfactorcom.com).**