



Maine Medical Center Case Study

Maine Medical Center First Hospital in US to Use Interactive Screensaver

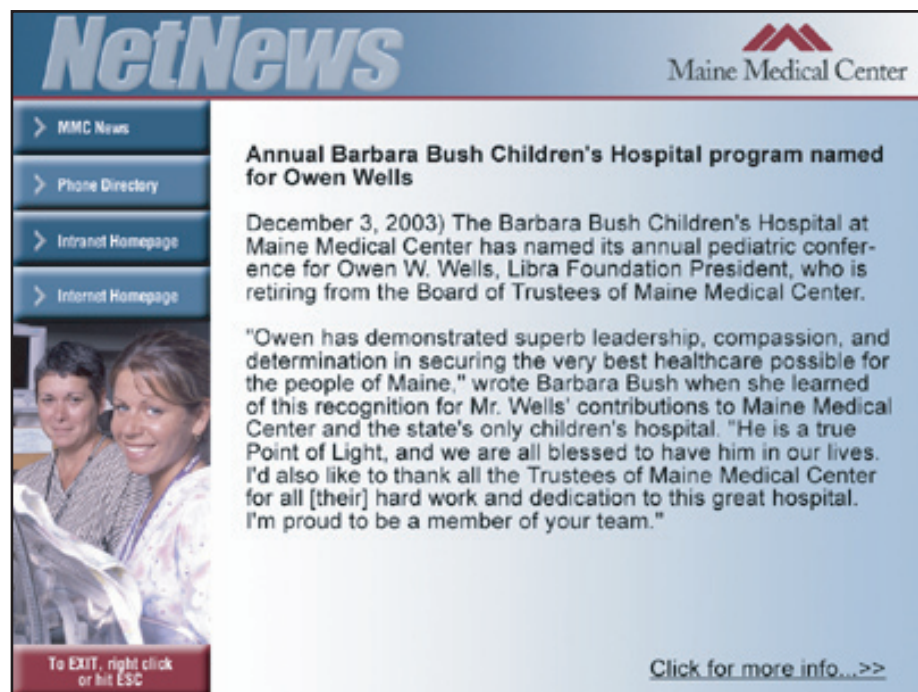
Maine Medical Center is the largest hospital in Maine with over 600 beds and more than 5,000 employees. They are working with Netpresenter on all their 2,700 computers, and now, they can not imagine running a hospital without it.

"We chose to work with Netpresenter because it supports our overall effort to improve internal communication at our institution," says Abigail Greenfield, Communication Relations Manager at Maine Medical Center, who managed the project.

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"In any hospital, especially a large hospital like ours, effective internal communication is a constant challenge. The majority of our staff are physicians, nurses and other clinical staff, who work various shifts, twenty-four hours a day, seven days a week. We need to reach this audience quickly, efficiently, and easily. E-mail and paper memos are not the most efficient means of communication in a busy clinical setting."

The events of September 11 also played an important role. "It's clear that a hospital can be the target, or at the very least, involved in the aftermath of a terrorist attack," says Greenfield. "In an emergency situation, we need to be able to communicate with employees immediately. Netpresenter's emergency alert feature is a great compliment to the extensive emergency preparedness system already in place at the medical center."



Interactive screensaver with intern news, MMC.

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The emergency alert feature is something the hospital could have utilized in the summer of 2003, when a computer virus crippled the hospital's e-mail system. The hospital's e-mail capabilities were down for several days, which was debilitating for normal business operations. Luckily, it did not affect the patient care systems, so patients were not at risk.

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"Several factors played in the success of the implementation," says Greenfield. "The Marketing Department and Information Services folks worked very closely together. We had strong buy-in from senior management, and great customer service from Netpresenter. Those factors all contributed to the successful launch of the product."

And how is it being perceived by employees?

"Overall, it's been positive. We had some early resistance from employees who missed their personal screensaver. But once we explained the intent of Netpresenter, they are more receptive," says Greenfield. "The biggest challenge we face now, is keeping the slide show current, interesting and interactive."

Maine Medical Center plans to continue development of Netpresenter by creating multiple channels, so messages can be segmented for different audiences within the hospital, including patients and visitors.

Netpresenter is a leading developer of innovative internal communication software and emergency alert software solutions. The company's software is in use at organizations such as Nokia, Amsterdam Airport Schiphol, Volkswagen, Jaguar, Pratt & Whitney, Sony, DSM, Unilever, Eastman Chemical, and police and government agencies worldwide.



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