



C R E D I T • V A L L E Y
THE CREDIT VALLEY HOSPITAL

The Credit Valley Hospital has partnered with RxTV and SHARP Electronics of Canada Ltd to bring preventive medicine information to the community, its patients and their families in high-impact High Definition.

Monday, May 12, 2008

MISSISSAUGA, ON: Most people don't equate health care with video production, digital signage or high definition television.

Exposing patients and families to reliable health and wellness information is a focus of Credit Valley's new and improved internal television station known as Credit Valley Current. A new partnership between SHARP and Credit Valley is showcasing digital signage in high definition (HD) format featured on SHARP's 36 – 54" HDTV screens strategically located throughout the hospital.

The Credit Valley Hospital has launched a High Definition (HD) multi-zoned digital information program. The initiative is made possible through a unique partnership between Credit Valley, SHARP Electronics of Canada Ltd and RxTV.

A new digital signage software created exclusively by SHARP is being piloted in a hospital setting at Credit Valley.

The hospital produces a wide-range of award-winning health and wellness videos. Physicians and clinicians also provide preventive medical tips for patients, visitors and staff.

The multi-zoned areas provide current weather, news, sports and traffic in addition to current hospital event schedules. The software allows the flexibility to tailor specific programming to the patients in that area (such as emergency and oncology). The hospital presently has seven different programs showing concurrently.

Patients waiting in emergency receive a warm video welcome from chief of emergency, Dr. Eric Letovsky and learn about the triage process from nurse manager Janet Cadigan. Others waiting in diagnostic imaging or for blood work can watch useful tips about avoiding falls, proper lifting technique, how to avoid diabetes and the importance of keeping tabs on your blood pressure.

Credit Valley Current will be an integral part of the hospital's new expansion project. The programming will include regular construction site "walkabouts", progress reports, web cam screen captures as well as important messaging to support the Hospital Foundation's \$45 million fundraising campaign for the phase two construction project.

lifetime OF **Care**
PLEASE SUPPORT OUR \$45 MILLION CAMPAIGN

RxTV will manage the day-to-day retail operation of the network. By creating an effective and informative advertising network, local and national companies can communicate effectively through the dynamic use of the world's fastest growing medium; digital signage.

The Sharp Experience Commitment

Sharp is a proud company that has always operated on a basis of trust and mutual respect with the world, nature and mankind. The Sharp Experience was developed in Canada as a sincere business approach that separates Sharp from the competition. It is everything a customer should expect from a friendship - trust, dependability, accountability and flexibility, all within a fun and supportive professional environment.

The RxTV Pharma-Med Network

RxTV is a unique on premise digital signage network delivering advertising, health & wellness messaging, news, weather and other relevant information to viewers in hospitals and pharmacies. RxTV recognizes the unique capabilities of web based information delivery systems and their ability to reach an even more mobile society. RxTV represents the fastest growing medium in the world today, digital signage."

The Credit Valley Hospital

Located in Mississauga, Ontario, The Credit Valley Hospital is a world class hospital serving patients in the Greater Toronto Area as well as the regions of Peel, Halton, Dufferin, Simcoe, and Wellington. The hospital is undergoing a \$300+ million expansion project that will see it double its current size to 1,000,000 sq. ft, adding a new regional maternal child centre in addition to a new ambulatory care centre that will be integrated with The Carlo Fidani Peel Regional Cancer Centre. Additional information on The Credit Valley Hospital is available at www.cvh.on.ca.

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