

Digital Appointment and PSA Screens in the Health Care Environment as a potential PI opportunity?

How many times have you found yourself in your Dr's waiting room watching the TV while waiting for your appointment?

There are roughly 8000 GP Practices in the UK with an annual footfall of around 3 million patients alone.

The vast majority of GP practices in the UK and other Health Care environments including NHS England, Scotland and Wales, Dentist surgeries and others are now frequently using Digital Appointment and PSA screens in their waiting rooms to display next patient and waiting time information, in addition many also use those systems to display short informational videos related to patient health care and other related services, some national, some local, my local surgery for example has a short PSA raising awareness of help and support services for victims of Domestic abuse in Gloucestershire.

Globally, providing these services is a multimillion-pound industry.

There are however a number of satellite companies in the UK whose businesses are predicated on creating and supplying the extracurricular, 3rd party, video library content for such systems and whose revenue is derived by charging for access to that content.

Some of the smaller businesses in this satellite sector are often regionally based rather than national and could be sourced and utilised by local Areas.

From conversation with one such company they were offering to help create a suitably formatted PSA, they are most often visual only, based on content provided and reviewed by NA, at little or no cost, and add it to their library lists. New content goes to the top of the list and can, depending on their cliental, be targeted at specific geographical areas.

Food for thought but either way the Idea of reaching literally thousands of addicts and potentially attracting newcomers to NA in this way, at little or no cost, may be something worth considering on a national as well as local level?