

## Summary

- Bear Hill wanted an attractive and interactive way to share information with residents and visitors
- The project included an interactive display, content management software (CMS) and Implementation services.
- The nursing center noted a decrease in wait times and better reviews from visitors using the interactive screen

## Introduction

[Bear Hill Rehabilitation & Nursing Center](#), an elite long-term nursing care facility in the Greater Boston-metro region, has implemented interactive digital signage in their lobby.

The touch screen display has taken on traditional receptionist duties such as directing guests via maps and directories and providing additional information on facility amenities.

The project was a collaboration between Bear Hill, [Karen Ancas Design](#), and Mvix.

## | Bear Hill Rehabilitation and Nursing Center

Ranked by U.S. News & World Report as one of the top nursing facilities in the country, Bear Hill Rehabilitation and Nursing Center has branded itself as a community of caring individuals eager to welcome new residents and their families.

Established in 1983 by the Franchi family, the facility is not chain-affiliated, affording it the opportunity to provide the highest in quality care and attention to personal detail for each and every one of its residents. While residents make Bear Hill their permanent home, they also offer comprehensive programs for those in need of subacute care, rehabilitation or skilled nursing services on a short-term basis.

The staff at Bear Hill has differentiated itself by taking to heart their role as resident advocates. They seek to ensure that each patient and resident is treated with dignity and fairness. Services are provided in the spirit of teamwork and strength through service to others.

## | The Challenge

The administrative staff at Bear Hill realized the need to refine the center's branding, bring modernity to the older building and centralize pertinent information.

The facility did not have a traditional receptionist to guide guests through the facility or answer frequently asked questions. This tended to cause some confusion, especially for first-time visitors.

In addition to that, the marketing literature present in the lobby did not stand out and was often ignored. Without a receptionist, there was no one to nudge guests to pick up the brochures and flyers and so the ROI of these materials was low.

Bear Hill itemized these challenges with a clear definition of the pain points that needed to be addressed and how results would be measured.



What needed to be done:

- Direct guests and inform residents with maps and other interactive content
- Streamline all communications into one digital platform
- Provide modern, attractive digital messaging

## | The Solution

### Bear Hill and Karen Ancas Design selected Mvix digital signage software to power the interactive digital signage kiosk

Bear Hill hired [Karen Ancas Design](#) to help rebrand the facility and redesign all marketing materials. Bringing her previous experience with AV and her background in creative design, Karen led the implementation of an interactive digital signage display to bring some desperate modernity to the older building.

The touch screen display would include an interactive map of the facility and provide pertinent information such as the available amenities.

These functions would allow the interactive display to replace the traditional marketing literature found in the lobby and improve the first impressions visitors had of the facility.

“Our staff hadn’t worked with digital signage technology before, but we were open to learning how to use the system and seeing how it compared to the ROI of our brochures and flyers,” said Jessie Maiuri, an Administrative Assistant at Bear Hill.

“The user interface of [the software] is beautiful, clean and simple--it was more than enough for me as a designer,” said Karen.

Working directly with David Flink, the Mvix Project Manager, Karen curated interactive content that was functional and attractive.

The content included wayfinding maps, staff directories, activity calendars, menus, photos, and animated announcements.

The [Mvix platform](#) offered:

- content-rich software - Karen was able to import her own designs directly into the software and the data integrations addressed many of the clients’ needs
- implementation assistance - “I was unfamiliar with the technology, but we got lots of hand-holding for the touchscreen arrangement,” said Karen, regarding the Mvix Project Manager’s consultations
- remote management - the administrative staff can schedule and update content from anywhere

#### Components used:

- A digital signage kiosk and touchscreen display
- Content management software - XhibitSignage
- Content integrations - event listings, weather, wayfinding and photo slideshows
- Professional services - education & training, implementation assistance



## | The Results

**Bear Hill reported reduced wait times in the lobby as well as improved communication as a result of having several pieces of important content centralized in one location**

As a result of the interactive digital signage screen, visitors and residents of the facility were able to find the information they needed faster and without the assistance of a receptionist. This opened up the administrative staff to address other duties critical to their jobs.

Instead of spending countless hours and resources on paper flyers and brochures, the staff could instead post digital messages effortlessly whenever they needed it.

The digital map, directories, and staff listings also centralized several pieces of important content, rather than having it split it across several mediums and physical locations. This helped to streamline the communication process.



“The end result was an intricate solution that was very approachable because of the simple design,” said Karen.

The display also makes the facility appear more tech-savvy and is an impressive resource to newcomers and residents alike. Staff noticed that guests enjoy taking a moment to interact with the display and try all of its different features.

“The touch screen display brings modernity to an otherwise older looking building and it makes people feel good about coming in,” said Jessie. “They bring a freshness to our lobby and is a perfect illustration of how digital signage can augment reception spaces.”



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Jessie Maiuri, Bear Hill Rehabilitation and Nursing Center

# About the Companies



## About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage software solutions that connect brands with people.

To date, our platform, [XhibitSignage](#), powers over 50,000 active screens for clients including Virginia Tech, NASA, Sodexo, Discovery Channel, Nike and the University of Washington in a variety of applications that include employee communication, wayfinding, emergency messaging and customer communications.



## About Bear Hill Rehabilitation and Nursing Center

Ranked by U.S. News & World Report as one of the top nursing facilities in the country, Bear Hill Rehabilitation and Nursing Center provides rehabilitation services and long-term care services to people throughout the Greater Boston area, with a focus on quality care and compassion.

For more information, visit [bearhillrehab.com](http://bearhillrehab.com)