The Healthcare network offers an opportunity to reach patients in credible environments such as GP surgeries and hospitals where an average dwell time of 20 minutes ensures advertising exposure. These environments provide an opportunity to engage an audience in a receptive mind-set when mental and physical well-being for themselves and their families is front of mind.

This opportunity can be complemented by Amscreen’s Retail network which consists of Petrol Forecourts, Convenience and WHSmith environments.

“You tend to trust the product more if it’s shown in the GPs surgery or hospital”  
Female, 25-34
CORE AUDIENCES
THAT WE DELIVER

HEALTH CONSCIOUS
Healthcare users are 39% more likely than the average adult to have periodic health check-ups even when they are feeling fine.

“I go to the GP surgery at least once every two months.”

FAMILIES

PREGNANT WOMEN
“On average I visit the surgery or hospital at least 6 times during my pregnancy.”

DAILY PATIENTS
35% of daily patients visit at least once a month.

OVER 55s
71% of all elderly patients are accompanied by family members when visiting the GP surgery or hospital.

“You can never find out too much about health. Doctors don’t always have the time to talk about everything.”

Female, 35-44

(SOURCED: FACTS INTERNATIONAL, LAKE RESEARCH LTD)
Media which provides a welcome distraction

- 93% Think that a surgery screen is a good place to show information about health-related products & services
- 90% Look at the screens
- 51% Of patients expect to visit a pharmacy to purchase medicine after their appointment
- 44% Of those who visit a health specialist at least once a month, suffer from allergies
- 65% Of our healthcare audience have taken a headache remedy recently
- 30% Of those who complain about their health, visit the GP every 2-3 months (50)*

Customer view

"It's what people look at... if it was on leaflets they're not likely to be picked up and read, but because it's on the screen in front of you, you're likely to watch"

Male, 35-44

Testimonial

"Amscreen and Pfizer's Lyrica Brand have worked together on a 3 year Neuropathic Pain Campaign. Amscreen have provided Pfizer's Lyrica brand with a unique platform to deliver a pain awareness campaign directly into a 'patient' environment. This method has been proven to see a significant increase in earlier diagnosis in patients and I am confident that Amscreen has been a useful platform in increasing Lyrica's market share".

Louise Emmet, Lyrica Brand Manager, Pfizer
Of those who donated in the last 12 months regularly visit GP surgeries (79%)
Admit that they need to lose weight (53%)
Have health problems and need to watch what they eat (33%)
Have private medical health insurance (15%)
Are involved in some form of community group (28%)

(Charities: 79%)
Weight Loss: 53%
Healthy Eating: 33%
Health Insurance: 15%
Community Matters: 28%

*Percentage more likely than the average adult.

(Source: TGI)

**TESTIMONIAL**

“For the charity, the immediacy of Amscreen’s digital network means it’s perfect for driving awareness across the entire UK literally within minutes of an appeal for a missing child being issued.

Amscreen has been able to provide us with a very reliable, simple and quick way to deliver this kind of message nationally with no fuss.”

Ross Miller, Director of Fundraising and Communications, Missing People
A CUSTOMER VIEW

“You think it’s a quality product if it’s shown in the surgery and I can always ask my GP for his opinion about it, too.”

Male, 55-64

“Everyone gets headaches and it’s about pain relief, so it must be relevant in a GP surgery. Anything for pain relief is a helpful piece of information”

Female, 45-54

TOP REASONS FOR VISITING THE GP

43% Headaches
36% Stress/anxiety
35% Flu and temperature
27% Bad back
24% Blocked nose

(SOURCES: LAKE MARKET RESEARCH, FACTS INTERNATIONAL)
This opportunity for targeting health conscious consumers can be extended and complemented by advertising on Amscreen’s Retail network which consists of Petrol Forecourts, Convenience and WHSmith environments. Positioned at the point of purchase, Amscreen’s Retail digital screen networks reach consumers on the move, open to prompts for necessary well-being or pharmaceutical purchases. The screens are located in the perfect place directly in front of stocked pharmaceutical products making them key in promoting impulse OTC purchases.
Surgery/patient information
- National advertising
- Sponsored content

The Amscreen Healthcare network is perceived as a useful source of information, helping to engage audiences waiting to be seen by health professionals. Informative content draws people’s attention and patients actively consume and welcome these updates:

Credibility and trust of this environment enables brands to associate themselves with health, care and well-being. It has been proven that the brand that successfully aligns itself with useful content also sees an increase in awareness and consideration.

**SPONSORSHIP OPPORTUNITIES**

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**IDEAS FOR SPONSORED CONTENT**

- Health related tips and advice
  - Due to the nature of the environment there is a general interest in health related information
- Weather feeds or pollen count
  - Weather is seen as the second most relevant content on healthcare screen
- Community matters
  - Connect with customers via local messaging within their community
- Infomercials
  - Anything about health is useful to be shown on the screen
  - I keep an eye on the weather forecasts when they’re on the screen
  - It tells you about what’s happening in the local area
  - It’s good to watch whilst you are in the waiting room

**ADVERTISING OPPORTUNITIES**

Stop smoking campaign - 56% believe that this sort of advertising is relevant to show on the screens.

“I know a lot of people trying to give up, and the first place to go is the GP.”

Female, 35-44

Sore throat remedy - 61% recalled the ad on the screens.

Consumers look for fast relief to get them through the day so that they can carry on with their busy working lives.

Painkillers and hay fever tablets:
- Only 2% didn’t agree that OTC painkillers are relevant to show on the screen.
- 75% of respondents would discuss an advertised product if it was relevant to them.

Feature content
- Based on weather & seasonal health

Plan by relevant day-part and audience mind-sets

Automate advert content with live feeds and triggers

**SOURCE:** LAKE MARKET RESEARCH, FACTS INTERNATIONAL
EUROPE’S LARGEST FLEXIBLE DIGITAL SCREEN MEDIA COMPANY

4,000 SCREENS REACHING 30 MILLION ADULTS EVERY WEEK

TARGETING HEALTH CONSCIOUS CONSUMERS ON THE GO

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