

CHARLOTTE EYE  
EAR NOSE & THROAT  
ASSOCIATES, P.A.®

# CEENTA & Netpresenter: A high quality of messaging, even in times of crisis

In 2019, Charlotte Eye Ear Nose & Throat Associates (CEENTA) selected Netpresenter to communicate with their visitors and patients via digital signage. Olena Scarborough, Director of Marketing at CEENTA, immediately knew she had found a solution to their cumbersome way of publishing presentations on the digital signage screens that were already in place. Before Netpresenter, publishing messages on their screens was a very complex, well-choreographed operation that required multiple departments and a lot of personnel. Scarborough was eager to find an easier way to publish their messages. Today, Netpresenter is used on all digital signage screens across CEENTA's nearly twenty locations. The result: a more efficient and productive Marketing team and high quality of messaging, even in times of crisis.

Scarborough had worked with Netpresenter before and immediately knew to reach out to them for a solution. Nowadays,

CEENTA has twenty-two TV-screens dispersed over eighteen locations that showcase their latest services, their health care providers, and seasonal promotions. All screens are situated behind the check-in desks, so they're among the first things visitors see upon entering. Netpresenter is perfect for that setting, Scarborough thinks. 'Our check-in is pretty seamless and fast, so there's not a whole lot of time that people spend lingering there. That's why we love using our digital signage: our presentations are to the point, engaging, and appealing so that people get the information that they need even in the short time that they're there.'

## INFORMATIVE AND ENGAGING DIGITAL SIGNAGE

Adopting Netpresenter has helped Scarborough's Marketing team in multiple ways. 'We used to hang framed pictures of our health care providers on the wall. Now, we just put all of our providers on TVs, so if a provider changes, we're able to take that slide down and replace it with the new provider. And some of the

**"We're able to communicate better messages quicker to our patients and visitors"**

services we offer come up seasonally. We can now seasonally change our messages easily, and I think our patients and visitors really appreciate that', Scarborough explains. Due to visitors' reactions to the screens, she knows they genuinely see the information that the screens show. 'We notice the biggest feedback during the times when we run promotions for glasses or hearing aids in our optical and audiology department. When patients see our promotions on the TVs, they ask the front-desk personnel to give them more details. And on top of all of that, the TVs also allow for video content. We feel that is something that people tend to expect these days; people are looking for more engaging content. Even when they're checking in, they can get bored.

So, for them to glance up and see our TVs and get a glimpse of our informative and engaging presentations has been beneficial.'

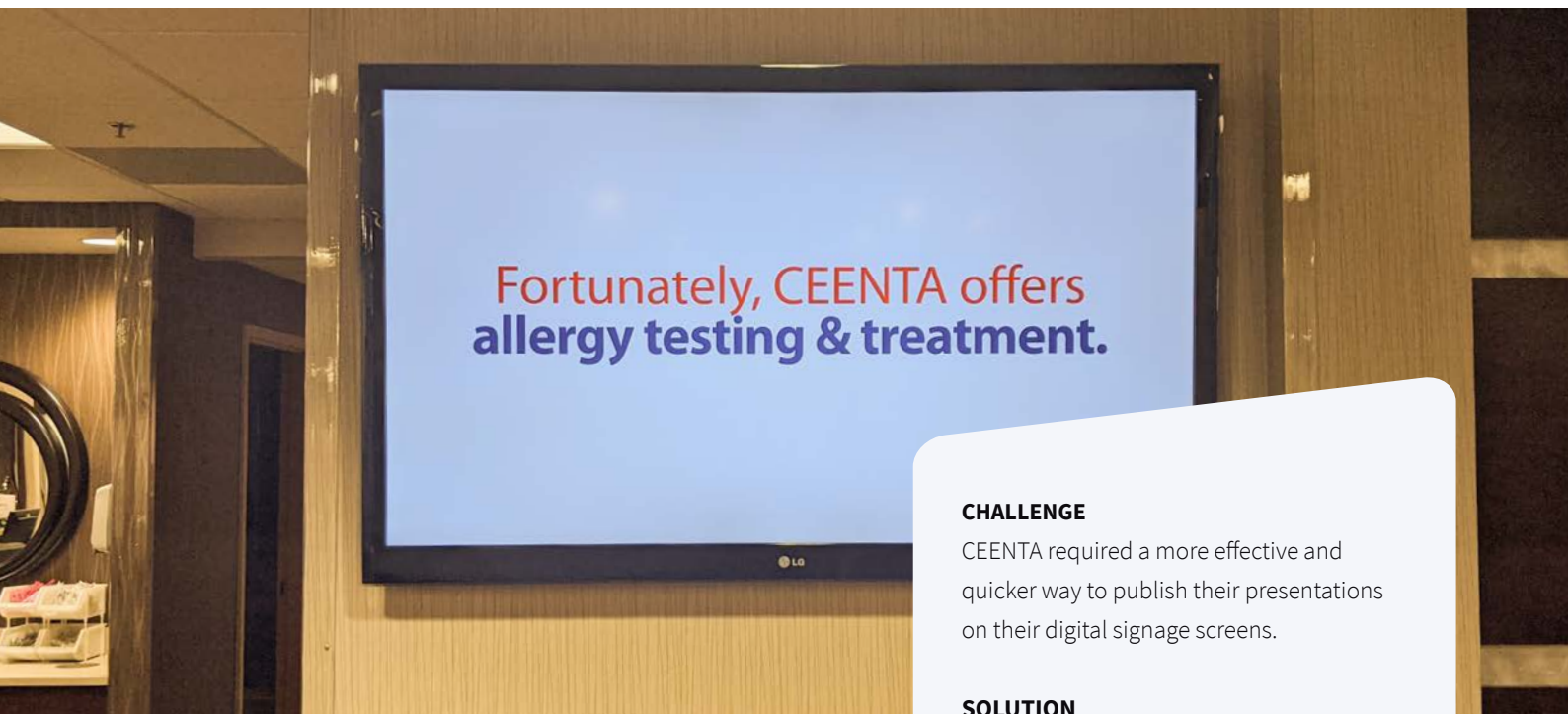
### **EASY TO EXECUTE IN TIMES OF CRISIS**

Looking back at how they used to publish their content on their digital signage screens, Scarboro illustrates the freedom they now have, thanks to their new software. 'I definitely feel like my team is a lot more efficient and productivity has gone up. Instead of us relying on another department to incorporate presentations, we now can

seamlessly do it by one person from his desk. The quality of messaging has not suffered, and we can target specific slides to specific locations. We're able to communicate better messages quicker to our patients and visitors. For example, the world is struggling with ways to fight the coronavirus. As soon as that news hit, we were able to do a slide to inform patients and visitors on our regulations regarding the coronavirus. Out of all the mediums we have, our partnership with you and our front-desk TVs was the first and easiest to execute.'

### **PLEASANT PARTNERSHIP**

Scarboro is very pleased with the partnership and Netpresenter's service. 'Anytime I feel like we had an issue, I feel like your response is very good. I also love that your Account Manager has been with us through the entire process, which doesn't happen very often with external partners. At the start of our partnership, she let us install the solution on a couple of TVs to test-drive before we committed to being in a relationship. That was so great; we kept pushing our IT group to incorporate the software into all locations', Scarboro laughs. 'We couldn't wait to start using it everywhere!



## **About CEENTA**

Founded in 1923 as the Charlotte Eye, Ear and Throat Hospital, CEENTA has grown to become one of the largest multispecialty practices of its kind on the East Coast of the United States. CEENTA provides comprehensive pediatric and adult eye, ear, nose and throat care, and highly specialized care, too. Today, CEENTA has more than one hundred providers in nearly twenty locations across North and South Carolina.

[www.ceenta.com](http://www.ceenta.com)

### **CHALLENGE**

CEENTA required a more effective and quicker way to publish their presentations on their digital signage screens.

### **SOLUTION**

Netpresenter incorporated into twenty-two screens situated behind the check-in front desks across eighteen CEENTA locations.

### **BENEFITS**

A more productive and efficient Marketing team, more freedom and control in how messages are now published, and high quality of messaging even in times of crisis.