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4 picture boxes

1. We provide streamlined access for marketing within Hospitals
2. MediaCo provides high definition LCD screens in hospital waiting rooms for patient viewing.

Our research indicates a captive audience exposure time of 30 minutes to 2 hours

1. **Help us Help YOU!**

MediaCo simply loves a challenge, we do more than digital signage. Contact us with your enquiry we are always happy to help…

**[A little about MediaCo]**

MediaCo was established to facilitate direct to customer marketing opportunities, especially within the healthcare sphere. Our digital signage system uses the latest technology & software to deliver reliable & effective content to its viewers in a highly segmented manner.

We encourage our clients to create patient awareness and knowledge of various health related topics with the vision to creating an improved quality of life and a healthy lifestyle as they say “prevention is better than the cure”.

**[Learn More]**

**[Get in touch] (back to the contact us page)**

**About Us:**

PT MediaCo was founded not only as a business, but with the philosophy that we can make a difference to our audience, especially those visiting Heathcare establishments such as Hospitals in Indonesia.

We have a highly dedicated team who eat, breathe and sleep with the same philosophy….

From this grassroots foundation, MediaCo identified the segment which would appeal especially to ethical marketing direct to patients with the most impact, a segment that previously had not been effectively executed by any other party in Indonesia and to-date have successfully positioned itself with well known hospital groups and industry leading pharmaceutical companies which now form our portfolio.

MediaCo continues to grow rapidly from strength to strength. Although our core business still lies within Digital Signage, it’s no secret that we have effectively been able to create and implement new solutions for both advertising clients and partner hospitals.

The team at MediaCo is consistently looking for ways to both innovate and grow. We look forward to grow with our clients & partners by not only meeting their needs but exceeding their expectations.

**[Why Choose Us?]**

**MediaCo has always taken a customer-centric approach. Before establishing our business we spent much time with various Pharmaceutical companies, Hospitals & Doctors to understand the market and the best mode of entry.**

**Until today nothing much has changed. We always listen to what our clients want and think of unique and effective ways to satisfy their requirements.**

**Efficient execution and exceptional service is paramount to our business philosophy, why wouldn’t you choose us?**

**Areas of specialization**

**Digital Signage – Queue management systems – Hospital branding – Video production – Event management – Hospital management software – Marketing placement**

**[Click here for more information]**

**(Takes you to services we provide tab)**

**Services we Provide: (For short summary)**

**Digital Signage:**

A network of LCD televisions are strategically placed in various clinic waiting rooms in Hospitals. Our focus has been on class A & B hospitals however we have continuously increased our span to cover more hospitals.

**Video Content Production:**

We understand clients may not have content ready for marketing nor do they have the time and experience to arrange it. As a value-added service MediaCo bridges the gap between idea conception and final video delivery.

**Hospital Branding:**

Our strong relationships with all our partner Hospitals allow us to easily and quickly arrange placement opportunities inside Hospitals.

**BTL Activation**

Do you want to setup a booth within a Hospital? MediaCo can help you with space allocation, booth design, installation and sales representatives.

**Event Management**

MediaCo can facilitate the arrangements between parties to engage seminar/symposiums at hospitals on behalf of clients.

**Queue Management System**

MediaCo has developed its own powerful QMS. We have the ability to provide call to action marketing opportunities, real time reporting and all constructed using wireless technology it operates mainly outside hospital IT infrastructure.

**Hospital Management Software**

MediaCo has developed a comprehensive end-to-end software platform designed to service hospitals. One of the first systems to be developed in Indonesia with local consultants, this software is fully customizable and can be applied in parts or as a whole solution.

**Digital Signage:**

MediaCo owns and operates a network of screens controlled via the Internet using our own software that can not only manage content anywhere in the world, while also providing detailed reporting.

We can within seconds of systems malfunctioning identify the system and dispatch our staff to rectify the issue. This translates to minimal down time and maximum exposure.

Our system allows various types of content to be played such as video & static signage in almost any format.

Our LCD screens are 32”-42” placed in the waiting rooms of various clinics with Hospitals. Our viewers have a long captive audience exposure time of 30 minutes to 2 hours and our loop period of content is a maximum of 20 minutes.

Our sites are strategically placed and include clinics that have more than 3,000 patients a month!

What makes MediaCo different is that our content is largely educational and many pharmaceutical companies have engaged us to run ethical campaigns.

**Video Content Production:**

We understand that your time is important and that you may not always have the time to engage production of content.

MediaCo will work with you to have your concepts produced and delivered. We work with various production houses and can pitch your concept for the best ideas, pricing and service.

Our experienced team will help guide you through the process from start to end and once the video is complete its 100% yours!

**Hospital Branding:**

MediaCo can assist in the implementation of branding activities in various Hospitals. We can present various placement and branding opportunities, and should you require something specific we look forward to assisting you.

Our branding could be in the form of lift doors, banners, small posters and can be combined with any of our other services.

Because of our relationships with Hospitals in our network we are able to efficiently and quickly execute your requests.

**BTL Activation**

MediaCo can assist in planning & execution of BTL activities such as a Minibooth. This allows you to interact directly with your target to engage in promotional activities such as direct sales through the events, sharing free samples, even the provision of facilities in the hospital such as a free consultation.

According to your requirements we can assist in booth design ranging from basic to premium with a range of other services.

We also have other strategies that we can discuss for product placement in various locations that we service.

**Event Management - Seminar/Symposiums**

This service is designed for Pharmaceutical companies to elaborate and educate patients on various health issues with the intentions of building brand awareness, uptake and can in collaboration with Hospitals build the brand and reputation of Hospitals and Doctors alike.

MediaCo is well positioned to assist in the planning and setup of these events on your behalf.

**Queue Management System**

MediaCo has developed its own Queue Management System (QMS).

This system is integrated into our digital signage software and operates almost totally outside hospital infrastructure.

The system utilizes the latest wireless and Android technology to reduce costs and increase overall efficiency.

We have various marketing opportunities to which all stakeholders will benefit and include:

Call to action marketing: We have an option to add a small message at the bottom of each ticket.

Back of ticket marketing: On the rear of the ticket lies marketing opportunities

Kiosk marketing: Branding and placement opportunities

Unlike other systems MediaCo QMS also captures data which can be used to understand data such as peak times, waiting periods and volume of clients.

This system can easily be adapted to service uses outside the hospital environment.

**Hospital Management Software**

MediaCo with its various consultants has developed its own Hospital Management System, a system that will allow hospitals to manage end to end operations efficiently and under one system.

Parts of our system include the following components:

* Web/phone based booking systems with our queue management integration
* Patient registration
* Doctor scheduling & management
* Patient record database
* Referrals & data sharing/access rights
* Reporting
* Pharmacy queue system, inventory management & cashier
* Accounting/Payments

This system can be purchased in whole or in components as needed.

We have developed this system locally and understand that each and every client has different needs. We therefore have the flexibility to fully customize this software to each users unique needs.

This is a summarized version of our software offering, and if you are interested we would be most happy to give you a demonstration.

**Clients & Partners:**

**MediaCo facilitates marketing activities for various products and services through its ever growing network.**

**We highly value our relationships with partner Hospitals & clients and their loyalty & support. MediaCo trusts that the relationships established will continue to grow from strength to strength.**

**Here are some of our Clients & Partners.**

**Contact Us:**

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