



www.hopitel.com 8225 Labarre St. Montreal, QC Canada H4P2E6 Phone (514) 739-2525 Fax (514) 739-1436

Press Release FOR IMMEDIATE RELEASE - Montreal QC Canada –June 1st 2017

Hôpital Scheduled to Launch its Advertising Network June 15th 2017

Hôpital Inc. is pleased to announce the June 15th 2017 launch date of the company’s “Advertising Network” which will be made available throughout hospitals and clinics where Hôpital has installed its latest award winning Patient Engagement TV Media Terminal Infotainment systems such as; MUHC Glen Site Adult, MUHC Glen Site Children’s, MUHC Montreal General Hospital, MUHC Lachine Hospital, MUHC Montreal Neurological Hospital, Pierre Boucher Hospital and the Montreal Heart Institute Hospital. More hospitals in Quebec and Ontario will be coming online with this system in Q3 and Q4 of this year.

This industry exclusive advertising network provides a high value proposition to Hospitals and advertisers by providing access to a private network for the distribution of advertising content that reaches a captive audience and key demographics that are intricately involved in the purchasing of healthcare products and related services inclusive of: patients, patient family members, clinicians, nurses and doctors all within the Healthcare Eco-System.

The Hôpital Advertising Network comprises of thousands of screens and media devices that Hôpital is making available to patients both inside and outside the hospital environment which are generating additional revenues for Canadian Hospitals and their Foundations via this new vertical advertising network. The system provides for the presentation of different media types such as videos, animations, PowerPoints, static images etc. (with available integrate links to advertiser’s websites) to tens of thousands of clients in Canadian Hospitals.

Advertisers will have the exclusive opportunity to extend their advertising campaigns from the Hôpital Advertising Network into a broader cloud based Healthcare Eco-System reaching thousands of other patients in more healthcare and health education media centric related platforms within the Hôpital family of media platforms further leveraging their advertising campaigns within the patient care continuum, all being managed by Hôpital. These media platforms are inclusive of; PatientLogix Social Media Network, PatientLogix Patient Health Education Portal and the PatientLogix Clinician Authoring Tool Portal.

Overall the Hôpital Advertising Network along with its other health care centric media platforms offers advertisers nine different advertising products from which to choose: Patient TV Launch Splash Screen, Patient TV Nudge Screen, Patient TV Pop-Up and Pop-In Notifications, Patient TV Screen Saver, Patient TV Movie Pre-Roll, Patient TV Channel Guide Banner, Patient Anywhere Access Prescribed Health Education Web Portal, Patient TV Healthcare Products & Service Directory and the Patient & Subscription Members Social Media Health Network.

To find out more about Hôpital’s Advertising Network, please email or call Gary Schneider President, Serge Legault VP/CTO or Tony Duarte Director of Business Development for North America.

Contacts:

Gary Schneider
President
gary@patientlogix.com
(514)739-2525 #243

Tony Duarte
Director Business Development - NA
tduarte@hopitel.com
(514)739-2525 #265

Serge Legault
Vice-President/CTO
sergelegault@patientlogix.com
(514)739-2525 #223

