



**INFORMATION KIT
FOR
MEDICAL FACILITIES
2018**





WHO WE ARE

HUTV is an independent television network that provides healthy lifestyle videos on our private network of television screens.

Preview us at: <https://goo.gl/vSLt3u>

WHAT WE DO

HUTV's programming educates and entertains, thereby shortening the perceived length of time in the waiting room and quite possibly decreasing the anxiety of patients waiting for their respective procedures

HUTV's audio and visual engagement, including closed captioning, is also designed to aid Patient Confidentiality by re-directing attention away from the reception area

WHERE WE CAN BE FOUND

HUTV is a medical place-based network that operates in professional health care providers' and medical diagnostic facilities's respective reception areas as well as in emergency waiting areas

WHEN DO WE OPERATE

HUTV operates during their individual Members's operating hours, ranging from regular business hours to 24/7

HOW WE DO IT

HUTV takes care of the installation (hardware and installation costs may apply – speak to your PCN for details) and controls each screen remotely (volume, on/off and content scheduling – including PCN content participation, if applicable)

HUTV's programs post-installation are free to Members (there are no monthly subscriptions or yearly dues) and are updated as needed via internet downloads when the clinic is closed (or during the night). We do not stream so this keeps clinical bandwidth available for medical digital file exchanges

OUR MISSION:

TO EDUCATE, ENCOURAGE, EXPLAIN, AND ENTERTAIN

We produce and distribute high quality programming to inspire patients and the public to take an active interest in their personal health



OUR AUDIENCE: RURAL AND URBAN ALBERTANS

- As of September 2016, approximately 221,000 Albertans are watching HUTV each week
- An estimated 884,000+ Albertans monthly (over 4 weeks) watch HUTV programming while they wait for medical appointments or lab tests

OUR COVERAGE

- HUTV is currently available in over 383+ clinical environments in 55+ communities

HOW WE'RE FUNDED

- HUTV is supported through advertising revenues; the service is free to our Members (there are no yearly dues or monthly subscription fees)
- Our advertisers are varied and have many different business models, ranging from not-for-profit organisations to corporate clients
- They must not promote unhealthy lifestyle choices
- These advertisers could include:
 - Not-for-profit organisations: Health-related (i.e., Alberta Blue Cross), Artistic, Scientific, etc.
 - Governmental departments: Alberta Health Services, Government of Alberta, etc.
 - Corporate clients: Financial Services, Grocery Services, etc.
 - Localised: City information (i.e., for the Cities of Calgary and Edmonton), local attractions, etc.
 - Educational institutions: Universities, Colleges, Continuing Education, etc.
- Each Member can veto individual advertising messages from their respective screen

KEEP YOUR PATIENTS INFORMED

- As a Member, you (and your PCN, if applicable) can also participate to keep patients informed of your initiatives (at no cost)! All we need is a powerpoint presentation (widescreen format) or HD .mp4 file! Send the .pptx or download link to our Creative Editor – Kimberly (kimberly@hutv.ca) – indicating where it should be uploaded



WHY CHOOSE HUTV FOR YOUR CLINIC?

A PROVEN BUSINESS PARTNER

- HUTV has been providing patient and healthcare programming to the medical community since 2004
- Endorsed by the Alberta Primary Care Initiative and Alberta's PCN community

MEDICALLY-VERIFIED CONTENT

- Produced in partnership with PCNs, AHS and Lab services, our content is relevant and reflects the needs of Albertans
- All programming is reviewed for medical accuracy by Alberta Health Services

HEALTH EDUCATION:

CREATING WELL-INFORMED PATIENTS WHILE THEY'RE HEALTH-FOCUSED

- Clinics can select from several hours of available video programming (our digital loops are 3.5 hours long on average)
- Our extensive library of content provides fresh programming to patients and staff
- Current events and local news/weather are inserted between health programming to maintain interest
- Provides a valuable and up-to-date health education on a variety of medically-related topics
- Provides a positive and informative distraction to waiting room visitors

PERSONALISED CLINIC INFORMATION

- Each clinic has the ability to upload customized information relating to their clinic (i.e., office hours, services, seminars and staff schedules or introductions, along with special announcements)
- Changes can be made with a simple email to our Creative Editor (kimberly@hutv.ca)
- Primary Care Network branding (if applicable)



SEAMLESS INTEGRATION, OPERATION AND SUPPORT

- Installation and/or integration of required hardware (subject to compatibility) is provided by HUTV (hardware and installation fees may apply - AC power and internet connection is required from the clinic, however, HUTV can assist with coordinating the necessary elements with the clinic/PCN)

AFFORDABILITY OF DELIVERING HUTV'S HEALTH AWARENESS COMMUNICATIONS TO YOUR CLIENTS

- After the initial installation fee (if applicable), there is no cost to your clinic to receive HUTV programming. HUTV is entirely funded by advertising revenues
- Typical advertisers include:
 - Corporations that want to associate their brand with healthy messages to Albertans
 - Corporations that provide healthcare or lifestyle-related goods or services to Albertans
 - Government agencies that wish to create awareness and bring attention to their services
 - Not-for-Profit organisations that wish to educate and/or inform the public about their services
- All advertisers are subject to approval by Alberta Health Services
- Our Member facilities and the respective PCNs retain the right to veto individual advertisers if deemed unacceptable by said facility or PCN



OUR PROGRAMMING

Content includes material specific to the PCN and clinic. Specific content may include information in regards to: missed appointments, upcoming classes, doctors' hours, clinic hours, and much more.

News, Weather, Sports, Science, and Trivia feeds are provided on all content packages.

New content is posted on our website following approval from Alberta Health Services. We also produce two new HealthLink Alberta health segments per month.

<http://hutv.ca/video-content.html>

PACKAGE 1

General Health – approximately 3 hours of fresh content

Healthy Meals and Healthy Cooking (30 segments and growing)

Safer Together (4 min) (Patient engagement)

Exercise segments. (3 to 5min each)

General Health Tips (5 new segments per week)

Monthly Health Theme (2min)

Core program examples: Immunization, Play, AHS Programs (5 per month), New Research, Hypertension, Smoking Cessation, Healthy Parenting Programs, Back care, and Relaxation

PACKAGE 2

Maternity/Children's Health – approximately 4 hours of fresh content

Baby: Head to Toe (12 min)

Baby's First Bath (12 min)

PSA Baby Copies (1 min)

Breastfeeding (2 segments – 15 min each)

PSA Baby Manual (1 min)

Neo-Natal Hand-washing (3 min)

Safe Kitchen (2 min)

Rear-Facing Car Seat – Licensed (7 min)

Safe Stairs (1 min)

PSA Baby's World Test (30 sec)

Your Baby's Cry (12 min)

Your Baby's Health (13 min)

Shaken Baby

Expressive Language (30 sec)

Life with a New Baby (3 min)

5 Developing Brain Vignettes

PACKAGE 3

Senior's Health – approximately 1.5 hours of fresh content

Active Living

Falls – Hypertension (18 min)

Insomnia (5 min)

Diabetes

Footcare (Shoes, Walking, Self-care)

Supplements for Seniors

Exercise Tips for Seniors

Finding Balance



CLINIC REGISTRATION FORM

Simply complete this registration form and fax it to HUTV at 403.943.0296 or scan and email it to Hector@hutv.ca

Name of Clinic: _____

Mailing Address: _____

City: _____ Province: AB Postal Code: _____

Phone: _____ Fax: _____

Name of Main Clinic Contact: _____

Email of Main Clinic Contact: _____

Clinic Hours of Operation: M – F Weekends _____

If applicable, which PCN are you a Member of?¹ _____

Clinic specialisations (i.e, Family, Sport Medicine, etc.) _____

Do you agree that HUTV will be the only television programming available in your waiting room? YES NO

Is your clinic partnered (or affiliated) with a neighbouring pharmacy? YES NO

Do you already have the wiring needed in the desired screen location? (please refer to page 8) YES NO

Prefer wifi? Please include the modem information so that our media player will automatically connect to it (respecting upper/lowercase & special characters) – HUTV never streams content and will not interfere with digital file transfers

Login: _____ Password: _____

Wall mount (please circle one): Flat Mount Corner Mount

After installation costs, HUTV is a free service to our Members and is funded by advertising revenues. Each advertiser is approved by AHS. Your clinic reserves the right to veto individual messages that you feel are inappropriate.

Health Content Package:

Please select the health content package(s) you would like to run on your TV (refer to the sample of available programming on page 6)

- General Health Maternity/Children’s Health
Senior’s Health Customized Package

Please note number of FT (>16hrs/wk) and number of PT (<16hrs/wk) Physicians in the Practice: _____

Average number of weekly clients: _____

Authorised Signature: _____ Printed Name: _____

1As a PCN member, your PCN may cover the costs of getting a screen installed. Consult with your PCN’s Communications Specialist to find out more (we can help you find this person). If your clinic is not a member of a PCN or if your PCN does not cover costs for their Members, installation costs will apply: \$1,500.00 for a 43” screen (other sizes available).



Welcome to the HUTV Television Network!

Your decision to provide HUTV programming will enable your patients to “Watch Their Health” on HUTV. This will assist your efforts to communicate a Healthy Lifestyle and to bring Health Awareness to their attention as they’re waiting for their physician or technician visits. HUTV programming can also provide a “healthy” distraction during particularly busy periods.

We are now in the process of organizing the delivery of your flat screen, mounting hardware, and media player and want to take this opportunity to review our requirements before the installation takes place. The mounting and connection of the screen (power and internet) can be provided by whomever you designate or at an extra charge through HUTV’s integration service.

Location

The screen location should be opposite the reception area (or as near to as possible) and be selected by your staff to afford the most ideal sight lines to your visitors. This is typically on a wall surface across from your guest seating. Ideally this location should not be prone to direct sunlight as that can interfere with viewing. The mounting surface needs to be free of any posters, paintings, plants, or other items that may hinder the installation of your screen. The screen should be mounted high on the wall to afford the best viewing and to reduce any accidental interference. Please note that HUTV must be the only television service provided in your waiting area.

To help enhance patient privacy, the screen cannot be over top of or behind the reception area. The audio portion of HUTV’s television programming is a very important component of HUTV’s television network and will help provide some background ambience and patient confidentiality in your waiting area. The TV on/off times, input selections, and volume levels are based on your offices’ input and are controlled remotely from HUTV’s Operations Centre in Calgary. After installation, our staff only needs to become involved if changes are required. Our Operations Centre phone number is 403-943-0005.

Connections (power)

HUTV requires a duplex AC power receptacle mounted up high on the wall at the screen location to accommodate the screen and the HUTV Media Player. This must be provided in advance of the scheduled installation date.

Connections (internet)

HUTV requires an active internet connection, ideally in the same location as the AC power receptacle. Wifi is also a possibility. There can also be a simple internet cord dropped down from the ceiling or it can be a receptacle installed alongside the AC power outlet. HUTV will need to know if the internet connection is on the internal AHS infrastructure or through an external provider (we will need the provider’s name). Please confirm with your IT designate that the internet service is available at the provided cable or port in advance of the installation date. Feel free to have them contact HUTV at 403.943.0906 in advance if there are any questions or concerns. This must be confirmed in advance of the scheduled installation date.



Thank you for this opportunity to work together!

HUTV contact information for easy reference:

Technical Operations: Hector Alzate, phone: 403.943.0005, hector@hutv.ca

Program Production and Scheduling: David Chittick, phone: 403.943.0906, david@hutv.ca

Creative Editor for Member Clinic Content: Kimberly Broers, phone: 403.457.5486, kimberly@hutv.ca

Fax: 403.943.0296

Advertising: Jennifer@hutv.ca