

New Health Media Network Study: 86 Percent of Visitors to Healthcare Facilities Recalled Advertisements from Waiting Rooms and Treatment Areas

New Arbitron Study Explores Ad Relevance, Usefulness to Patients, Visitors and Employees

August 1, 2008 – Eighty-six percent of those exposed to advertising in healthcare facilities could recall at least one advertisement that they had seen during their visit or shift, according to a recent Health Media Network study by Arbitron Inc.

The advertisements, produced by Health Media Network (HMN), appeared as framed wall posters or were broadcasted over widescreen digital television monitors in waiting rooms or treatment areas of the facilities. Health Media Network's poster displays and digital television screens reach millions of health-minded consumers, patients, and medical employees every month. Health Media Network's digital television system (HMN TV) consists of 42" LCD widescreen monitors with individual IP addresses so both content and advertising can be sent to specific locations within our network on behalf of marketers.

"HMN TV uses the latest digital technology to service the needs of the healthcare consumer by providing valuable healthcare programming and critical information from our healthcare partners and sponsors. Health Media Network poster displays use standard out-of-home media (OOH) one-sheet and two-sheet creative units to provide advertisers with high-impact and targeted advertising campaigns," said Ken Smallwood, Health Media Network's Vice President, Sales & Marketing. "We are very pleased with the results and look forward to sharing them with our advertising clients and prospects."

Arbitron surveyed hospital employees, patients, and visitors, asking whether the media was informative, useful, and relevant.

Highlights

- Sixty percent of all people in the hospital noticed the posters, the televisions, or both.
- Fifty-five percent noticed the televisions and 45 percent noticed the posters.
- Hospital patrons spent an average of 3 hours and 20 minutes being exposed to HMN posters and televisions.
- Hospital patrons who noticed the televisions spent an average of 1 hour and 8 minutes watching HMN programming and advertisements.
- Sixty percent were able to recall at least two advertisements and 31 percent were able to recall three.
- Sixty-seven percent of those surveyed found the HMN poster content informative compared to the HMN television at 54 percent.

How this study was conducted

Patients, caregivers, visitors and medical personnel were approached to participate in the survey as they exited hospitals. Three New York hospitals were chosen to conduct this study: Lincoln Medical and Mental Health Center, Elmhurst Hospital Center, and Coney Island Hospital. Arbitron completed 465 interviews from Tuesday, May 6, 2008 through Friday, May 9, 2008 during the hours of 7 AM to 9 PM each day. Respondents had to be 18 years of age or older and in the hospital for at least 30 minutes to participate.

Audience Composition

Of the 465 polled, 42 percent were patients, 39 percent were caregivers or other hospital visitors, 14 percent were other hospital employees, and 5 percent were nurses. Patrons reported to visit at least one of the three hospitals an average of six times per month. Patients, caregivers, and other visitors reported visiting one of the hospitals on an average of three times per month. Employees reported visiting one of the hospitals on an average of 18 times per month.

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About Arbitron

Arbitron Inc. (NYSE: ARB) is a media and marketing research firm serving the media – radio, television, cable, online radio and out-of-home – as well as advertisers and advertising agencies in the United States. Arbitron's core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data.

The company has developed the Portable People Meter, a new technology for media and marketing research.

About Health Media Network

Health Media Network broadcasts in the corridors and on the walls of America's hospitals, healthcare centers, clinics, and doctor's offices. Health Media Network surrounds consumers with targeted advertising, marketing, and educational information. Health Media Network reaches millions of health-minded consumers, patients, physicians and medical employees every month and is the first community health and wellness portal to offer simultaneous, multichannel access for markets seeking high-impact, targeted, and scalable advertising solutions in the healthcare space.

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