

Hospital Placed Media

Ideal Target Audience

Valuable Cost per Thousand

Continuous Brand Awareness

Impactful digital charging solutions
with high visibility in key waiting areas

*“93% of marketers say OOH is essential...
essential for brand building.” onescreen.ai*

- Hospital Placed Media presents an unparalleled opportunity to reach a highly valuable demographic audience.
- According to a study by Sightline, 66 percent of consumers say that DOOH encourages them to search online.
- Device utilization reviewed from over 2,000 individuals on hospital campuses
94.5% of users reported “yes” when asked, “Does this charging solution enhance your waiting experience?”


Average charging session: 66 minutes

*“The right message, in the right place, to
the right audience is a win-win-win.”*


*Geopath interview with Innovare
Co-Founder, Michael Ricciardi*




Community Sponsored Charging
Sponsors are not affiliated with or endorsed by the hospital



For the tireless, the selfless, the brave.
You mean the world.
Thank you.



This free charging station is provided as a courtesy to our patients.
We are not responsible for any devices left on the stand. Please make sure to keep them within view at all times.



INNOVARE
MEDICAL MEDIA

866.887.2207 | www.innovaremedia.com

Highly Targeted Audiences Can Now Be Reached with Hospital Placed Media (HPM)



220+ Hospital Placed
Media Venues

Est. **560+**
MILLION
Annual Spot Impressions
geopath

I **INNOVARE**
MEDICAL MEDIA

www.innovaremedia.com