

# Reach patients in physician offices with PSN Waiting Room!

The Public Service Network offers government agencies and nonprofit organizations the unique opportunity to place their video PSAs on monitors in medical office waiting rooms nationwide.

PSN Waiting Room is a nationwide delivery channel that reaches patients/caregivers at the point-of-care within medical office waiting rooms.

## How It Works

PSN places video PSA messages on flat-screen monitors in prominent positions within medical office waiting rooms. It's a unique opportunity to reach patients and caregivers in a captive setting while they wait to see their health care provider(s). PSN Waiting Room rotates the delivery of health-related PSAs, health information, and physician messaging via LCD flat-screens. PSN Waiting Room guarantees that health PSAs will be featured on the network approximately every 30 – 45 minutes during office hours via up to 34,000+ primary care physicians and 11,000+ clinical specialists nationwide.

PSN Waiting Room screens reach:

### Primary Care Network

- 34,560 physicians
- 286.8 million patient and caregiver visits

### Cardiology/CardioCare

- 2,600 physicians
- 21.2 million patient and caregiver visits

### OB/GYN Women's Health Network

- 5,000 physicians
- 37.2 million patient and caregiver visits

### Rheumatology Arthritis Care

- 1,240 physicians
- 9.8 million patient and caregiver visits

## CHANNEL HIGHLIGHTS

Circulation to 120,000+ medical offices nationwide.

Distribution to 323,500+ physicians nationwide.

Reaches 194+ million annual patient visits.

Low PSA pricing schedule.

Hospital, clinics, and physician office locations.

Targeted distribution by location (DMA, state, regional, or nationwide) or medical specialty.

# SMOKING CESSATION CAMPAIGN (STATE)

Department of Health | 2023

## TARGET AUDIENCE

Smokers and their loved ones

## CONTRACTED SCREENS

130

## CONTRACTED IMPRESSIONS

850,000

## DELIVERED IMPRESSIONS

919,425

## COMMERCIAL CPM

\$80.00

## ACTUAL CPM

\$18.49

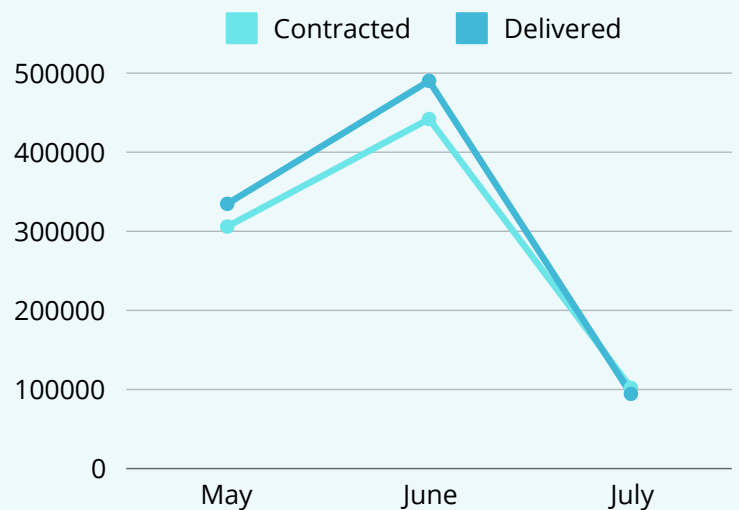


A health department in a state with a higher smoking rate than the national average partnered with PSN to design a tobacco cessation campaign. The state created a toll free hotline for those wanting to quit, along with a program to help them do so.

The campaign used PSAs played in medical waiting rooms to reach a captive audience of people who have demonstrated concern about their health or the health of loved ones (given their presence at the doctor's office).

The PSAs reached 919,425 residents in the client's state, which represented 108% of the contracted number of impressions.

## Campaign Impressions



## OPIOID SAFETY CAMPAIGN (STATE)

Department of Health | 2023

### TARGET AUDIENCE

Opioid users and their loved ones

### CONTRACTED SCREENS

130

### CONTRACTED IMPRESSIONS

1,500,000

### DELIVERED IMPRESSIONS

1,526,234

### COMMERCIAL CPM

\$80.00

### ACTUAL CPM

\$33.41



On average, 130 Americans die every day from an opioid overdose. Naloxone is a life-saving medication that can help prevent those deaths. One state health department partnered with PSN to develop an awareness campaign to help bring awareness to naloxone as an effective treatment for opioid overdoses.

The campaign used the Waiting Room channel to reach those who are either receiving care or have loved ones who are. The PSAs were played on 130 screens, which generated over 1.5 million impressions.

**The PSN Waiting Room channel was able to provide over 1.5 million impressions to a targeted, captive audience.**



# MEDICINE SAFETY CAMPAIGN (U.S.)

Department of Health | 2023

## TARGET AUDIENCE

Users of prescription medications

## CONTRACTED SCREENS

945

## AD PLAYS

1,186,299

## IMPRESSIONS

8,057,140

## COMMERCIAL CPM

\$80.00

## ACTUAL CPM

\$3.10



The issue of not properly discarding unused prescription drugs is a serious and growing concern. To address this, the U.S. Department of Health collaborated with PSN in launching a campaign to highlight the problem.

In using the Waiting Room channel, we were able to target those receiving medications with a message specifically for them. Furthermore, the PSA reached a captive audience.

The campaign resulted in over 8 million impressions, at just 5% of the commercial cost.

### Cost per 1,000 impressions, commercial versus actual

