



For Healthcare and Hospitals

1 How can GOCloudWIFI work for healthcare and hospitals?

John has recently moved and registered with his local GP and dental surgery, which offers free WiFi in the waiting room. This means that the surgery can store John's details safely in the cloud and keep him up to date by sending information straight to his smartphone. For example, the surgery can send an appointment reminder, ask for feedback about services or even give patients links to extra advice ahead of a hospital consultation. The data collected by the surgery around footfall in the building also allows them to adjust resources and services depending on patient requirements. Meanwhile, John can use the free WiFi to look up appointment information, find the right department using an interactive map, catch up with work or simply spend some time browsing online.

2 What is GOCloudWIFI?

- Secure, legal, family friendly, in-store WiFi software
- Works with leading WiFi manufacturers
- Works with existing internet connectivity
- Cloud-based platform, geographically scalable
- Easy social or form based login with subsequent automatic reconnect

3 What does GOCloudWIFI do?

- Allows login via social networks or a short form
- Expands your social network presence quickly with Likes and Follows
- Captures customer data, including opted-in email addresses
- Provides family friendly content filtering, so you can rest easy
- Provides a branded service, including login page and landing page/s
- Hierarchical management and reporting from head office down to individual locations

Right: Branded splash pages for both full sized browsers, tablets and mobile devices





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How can WiFi be used in healthcare?

Reassurance for patients

Some doctors appointments and hospital consultations can be a daunting prospect for patients. WiFi allows the healthcare centre to provide reassurance in a number of ways. Firstly, wayfinding tools can point patients to the right department and direct them to the waiting area, saving time and reducing stress. Secondly, patients can access detailed information and advice about what to expect during their appointment, putting them at ease. Of course, patients can also browse the Web at their leisure whilst they wait.

Feedback on services

In a sector where everything is driven by targets and patient satisfaction, it's important to get meaningful feedback. Using the WiFi solution means that healthcare centres can ask for feedback on services via e-shots whilst the patient is waiting for their appointment, or when they get home.

Personalised offers and patient information

Providing WiFi gives you the opportunity to provide a more personalised experience for patients. For example, dentists could send offers for teeth whitening or email information about their dental plan. GP surgeries can also point people to different services and information depending on their age and gender.

Smart resource allocation

Healthcare providers are always conscious of the expenses involved in allocating resources, so it's important to ensure they are used effectively. For example, large hospitals could use WiFi technology to track wheelchairs, allowing staff to locate them easily and reducing instances of equipment going missing. Presence analytics also identify which rooms are being used the most, so the hospital can adjust resources accordingly.

Appointment reminders

Non-attendance is a big problem for healthcare providers and costs a lot of money. In comparison, the expense of using WiFi to send appointment reminders is relatively small. You can choose when to send reminders and ask patients to confirm attendance.

Like to know more?

Please contact 1800 883 945,
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