

Mvix | Brand Experience Solution - Case Study

Summary

- Dr. Jaju wanted to increase patient engagement and inform patients of other services.
- Project required a 48-inch and a 55-inch display, Xhibit Signage Systems, and content management software.
- Systems were installed at the SmileWonders office in Northern Virginia.

Dr. Rishita Jaju | Smile Wonders Pediatric Laser Dentistry

Dr. Rishita Jaju has a brand new location in the heart of Reston, VA (Northern Virginia), an area that has a large, high-income population which has grown dramatically over the last decade. A large metro area such as Northern Virginia provides a huge patient pool. However, competition from other practices is difficult.

SmileWonders, while enjoying remarkable success in the market, had two challenges that had to be addressed. First, they wanted to increase patient engagement to bring in more patients (of a specific age-range) in the door. Second, they wanted to enhance patient education during the visit - for both her toddler patients and their parents.



Dr. Rishita Jaju turned to Mvix Digital Signage to help her better engage current and prospective patients. After speaking with a Solutions Consultant about her goals, she decided that the Healthcare Brand Experience package was right for her practice.

A 55-inch screen was installed in the waiting area and a 48-inch screen in the kids play area, all of which featured coordinated informative and educational content that changed weekly. Patients were able to see the

profiles and specialties of doctors and staff members they would meet with.

Additionally, custom curated content was delivered in the form of videos to promote good dental hygiene practices to patients in the waiting rooms. Finally, Mvix developed custom promotional campaigns and updated the social media accounts of the practice using the new curated custom content. Mvix leveraged Facebook, Instagram and Twitter to create a holistic brand experience.

After six months of implementing digital signage solutions and the Healthcare Brand Experience, SmileWonders saw a remarkable 20% increase in new patient appointments and a 28% increase in additional services.

"The holistic branding practice by Mvix has seen a positive return on my investment. The best part is that I can outsource the whole process and free up the time of my staff"

- Dr. Jaju



Meet your Doctor
Dr. Rishita Jaju

Loved by Kids | Trusted by Parents

- Dr. Rishita Jaju is a Board Certified Pediatric Dentist
- She has achieved the Advanced Laser Proficiency Certification
- Her expertise in using Waterlaser safely and effectively is recognized by the World Clinical Laser Institute

ADA



Pediatric Dentist in
Reston, VA

Doctor's Spotlight

A doctor's spotlight is a visual of the doctor's/specialist's profile. It cover photos, a personal statement and awards or credentials.

The goal is to establish a personal connection between the patient and the doctor. A well-crafted spotlight establishes expertise, reinforces the doctor's philosophy toward patient care and creates a bond.

Office Spotlight

Office spotlights promote the patient-centric office culture of the practice. Showcasing the facility, amenities, technology, the entire healthcare team are key in establishing the brand identity.

The goal of this visual is to establish office culture, promote key amenities and inform patients of general office guidelines.



Our Office

11790 Sunrise Valley Dr #105,
Reston, VA 20191

- Personal movie options with wireless headphones during treatment visit
- Extremely low dose digital x-rays
- Minimally invasive and comfortable Laser Dentistry



Patient Spotlight

Andy is a second-grader at North Street School. She donated her hair to make wigs for kids with cancer and we couldn't be more proud of her!

Go Andy! We love you!



Patient Spotlight

Usually an optional visual, this spotlight showcases exemplary patients, unique / successful medical cases, and satisfied customers.

The goal is to establish a reputation that patient satisfaction and quality medical care is the focus of the facility.