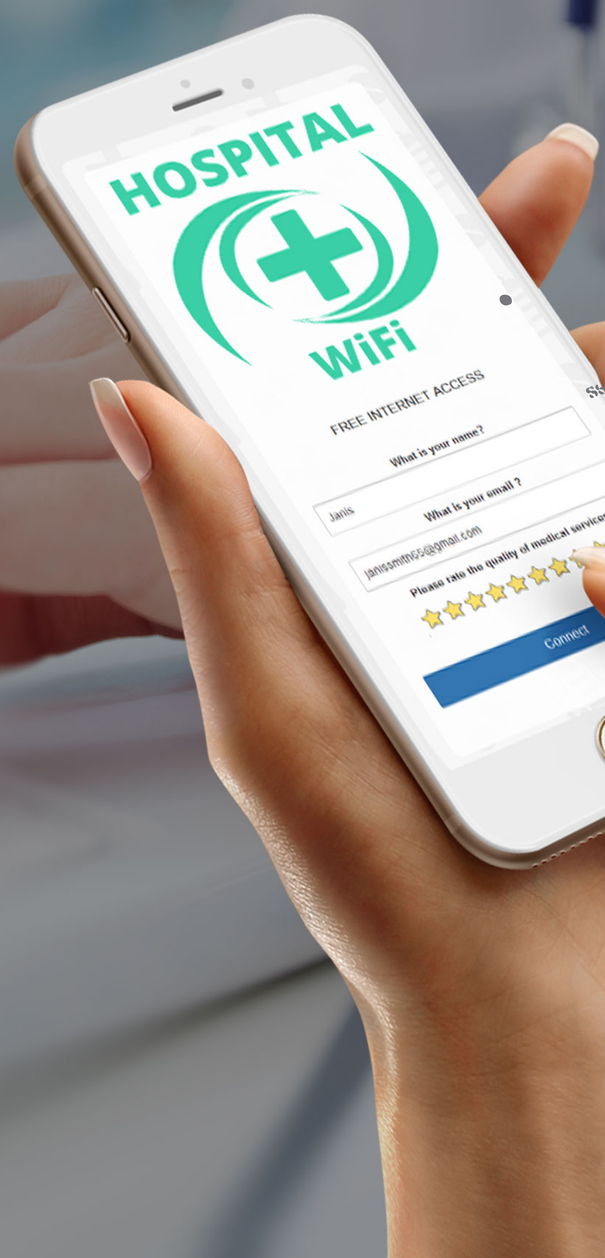
HOSPITAL WiFi™

INTELLIGENT WI-FI
SYSTEM FOR SATISFIED
PATIENTS AND VISITORS

START HOTSPOT



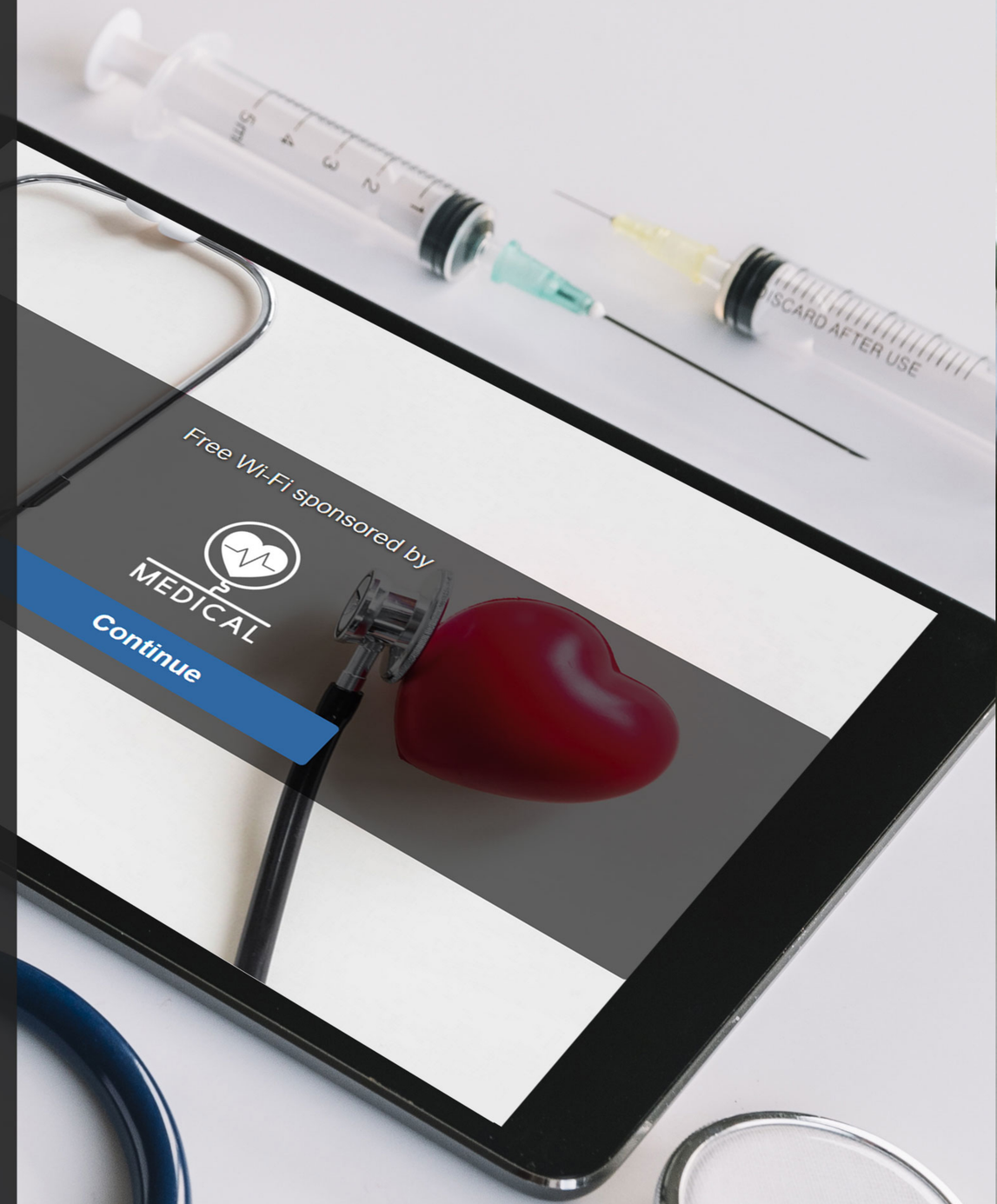
WI-FI FOR MEDICAL INSTITUTIONS

A fast and reliable WiFi network is now expected in medical institutions. Free WiFi contributes to greater satisfaction and loyalty of patients .

While some of the medical institutions recognize the significance of WiFi services, another part of the institutions still distributes the password of their internal WiFi network to the patients.

In both cases, medical institutions do not have advanced tools that would allow to:

- Display video ads before connecting to Wi-Fi
- Automatically send special offers to Email
- Evaluation of the employee service
- Collecting survey results
- Collecting email addresses of visitors
- Send Email Marketing Campaigns
- Protection of internal network from intrusion
- Limiting speed so everyone has an equal access to the Internet
- Advertising via social networks



INTELLIGENT WI-FI

Start Hotspot Cloud WiFi system enables you to deliver video commercials and automatically sends special offers at defined time intervals, which leads to an increase in revenues.

While the patient is waiting for the exam, they may be shown an advertisement for an additional discount or offer a discount for family members.

Since the majority of the population does not regularly go to preventive annual reviews, the system can automatically send a reminder that it is time to visit a doctor.

The system collects data and surveys, which provide objective feedback on patient satisfaction.

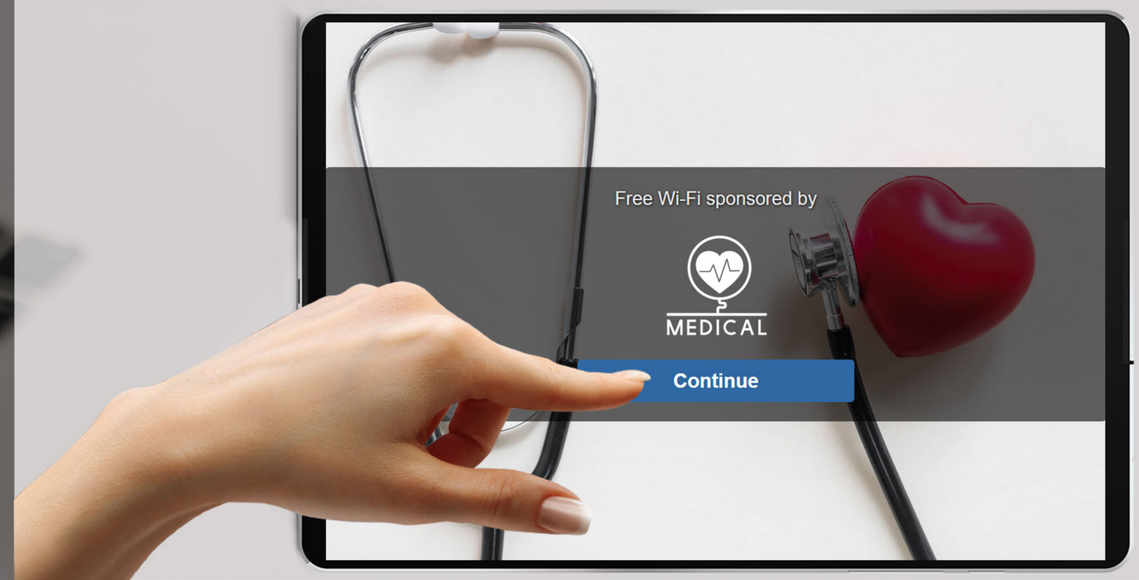
HOW DOES THE SYSTEM WORK?

When your patient connects to WiFi, a welcome page automatically translated into a patient language pops up on a device. You can easily customize the welcome page by setting the logo, background, colors and the ways in which your guests can access the Internet.

There is a possibility to include various features: free Internet, faster paid Internet, email and customer data collection, the access granted on entering room number and name, the access via social network accounts or having seen video commercials.

WiFi MARKETING

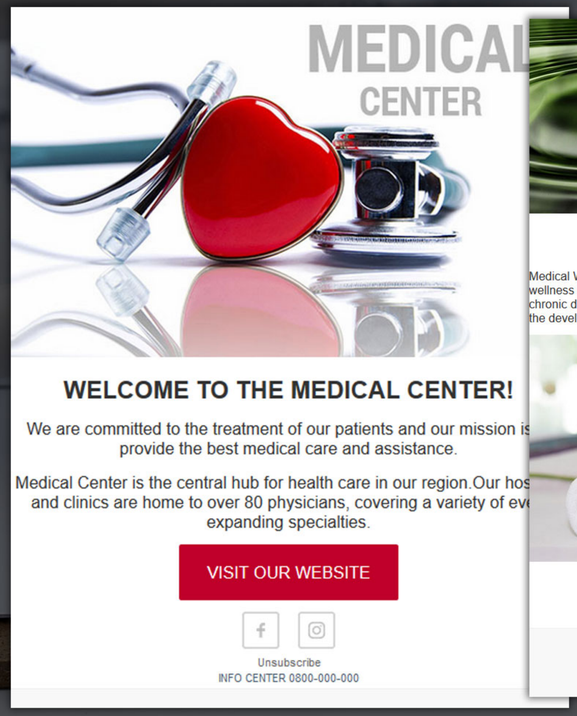
WiFi is an ideal marketing channel because it enables you to display video advertisements before a guest is connected to the internet.
Start Hotspot WiFi system enables you to set one or multiple video advertisements which can be rotated each time the patient is connected. For each marketing campaign you will get analytics which includes the number of displayed video advertisements, click-through rates, how successful the campaign is, with PDF reports for hotel manager. Having seen a video advertisement, a guest will be offered to connect to the Internet and visit the web page with a special offer.

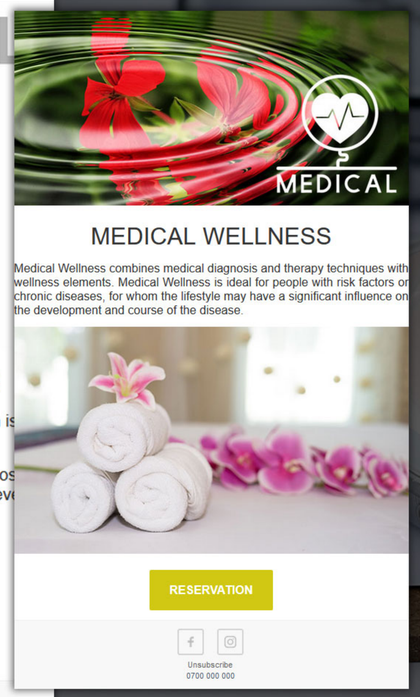


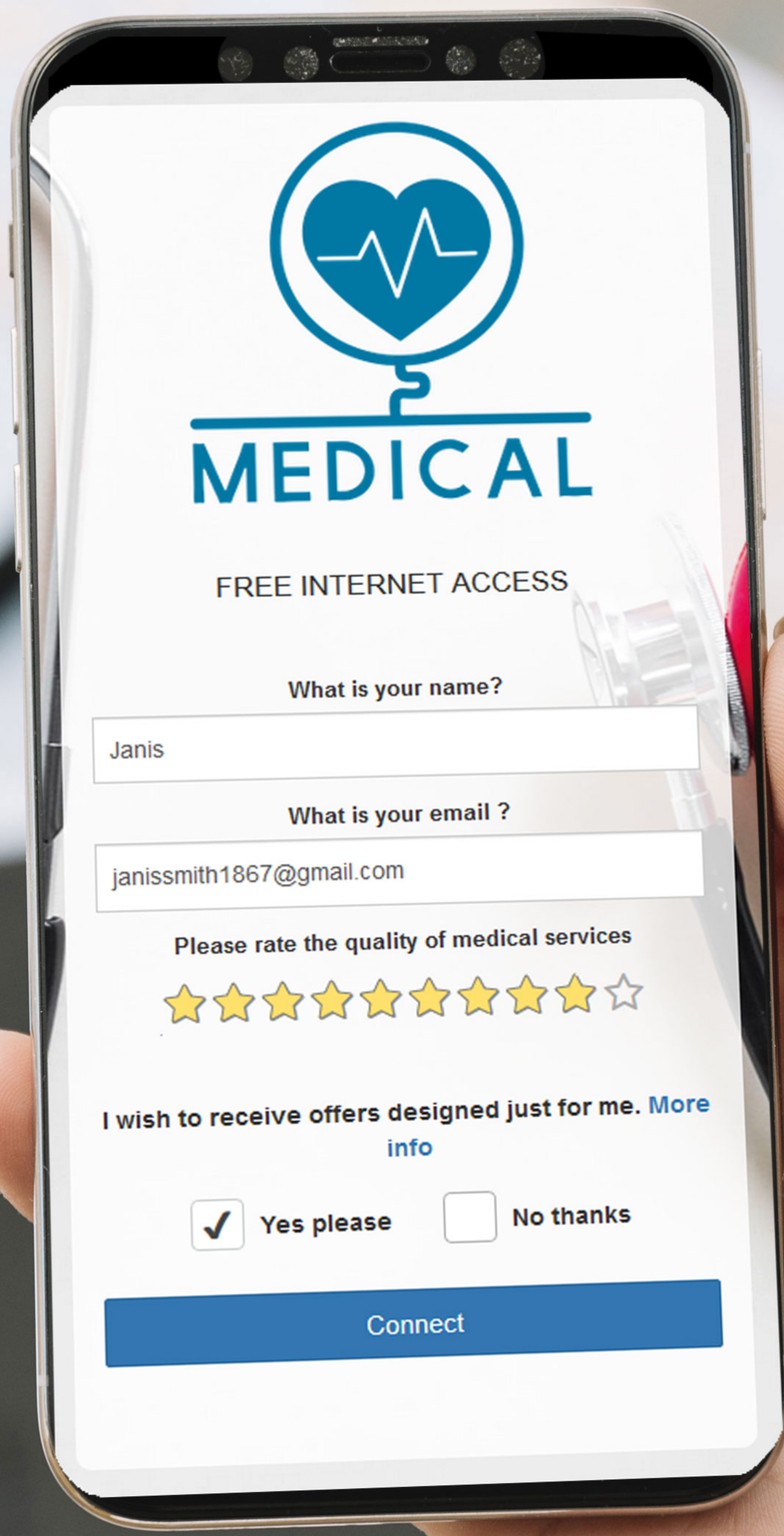
EMAIL MARKETING

Email marketing campaigns enable you to send information and promotional emails to your patients. Those campaigns can be sent when necessary, you want to inform your patients about the novelties, or automatically according to a previously defined schedule which includes initial connection, inactivity or on a guest's day of birth.

The integrated editor, which enables you to insert images, text, links and other features, helps you prepare the emails. The campaigns can be sent to your target patients immediately, or at a specified delivery time.







WiFi SURVEYS

Your WiFi network is a perfect channel to gather the opinions of your customers. Gather valuable information about your guests, which can used for marketing purposes and to improve the quality of your services.

Resolve complaints about your services or the staff, which you would not have been informed about otherwise.

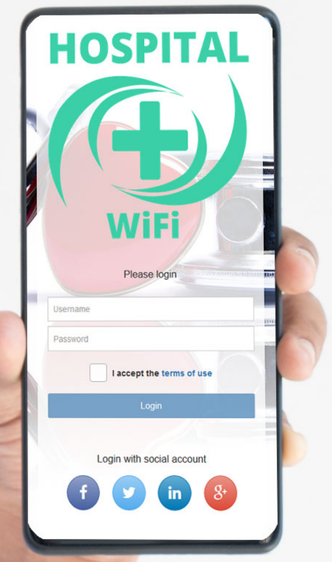
Surveys can be displayed on the initial login page, or sent in an email after a defined time interval. All the data are instantly available being gathered into legible analitycs, without any paperwork.

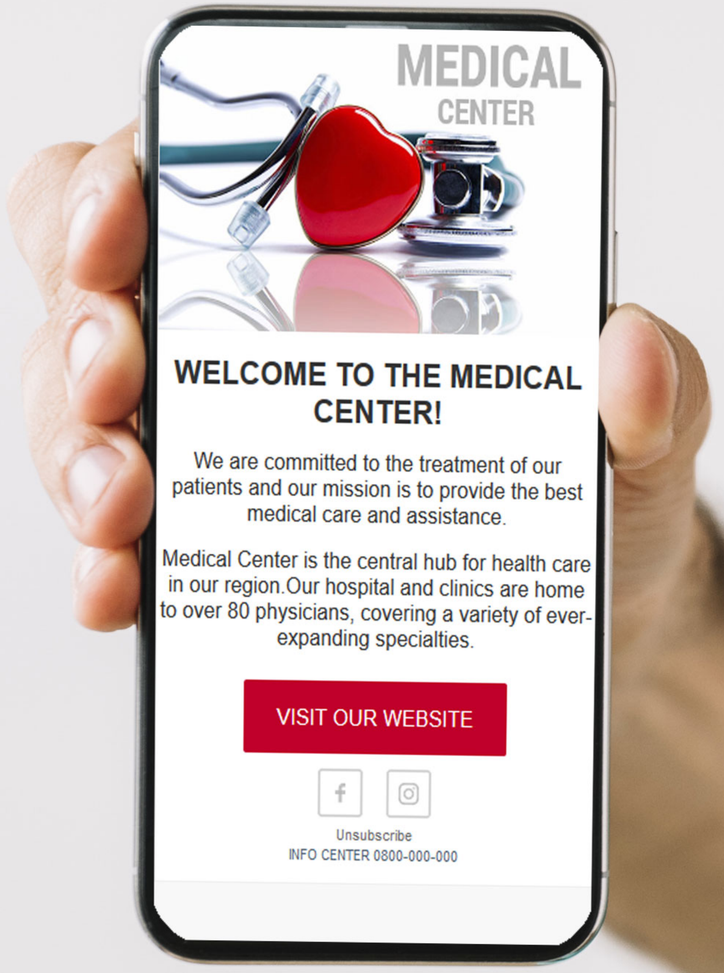
SOCIAL WiFi

Social Login is a favourite WiFi access method for most customers since it enables them to log in to the Internet in just a few clicks, without any personal data required/ without entering any data.

Social WiFi is a powerful tool by means of which you can offer free WiFi to your guests, and gather customers personal data that you can later use for marketing purposes.

When a guest logs in to the system, there might be a message made public to your friends and followers on a social network, thus enabling you to reach new potential customers.





AUTOMATION

When a patient connects to WiFi network for the first time and type personal data, he will receive a welcome email.

After the examination, when the patient leaves the facility, the system can automatically send a survey asking him if he is satisfied with the previous experience and your medical service, in order to react to any complaints.

After a week, offer a coupon for family members or an additional medical test with a discount.

If you expect a certain period of the month with a smaller number of patients, you can send Email to all patients with a special discount for a specific time.

You can send monthly promotions for specific examintations, interventions or discounts every month. Annually remind your patient for a control check, and on a birthday, send a greeting card.

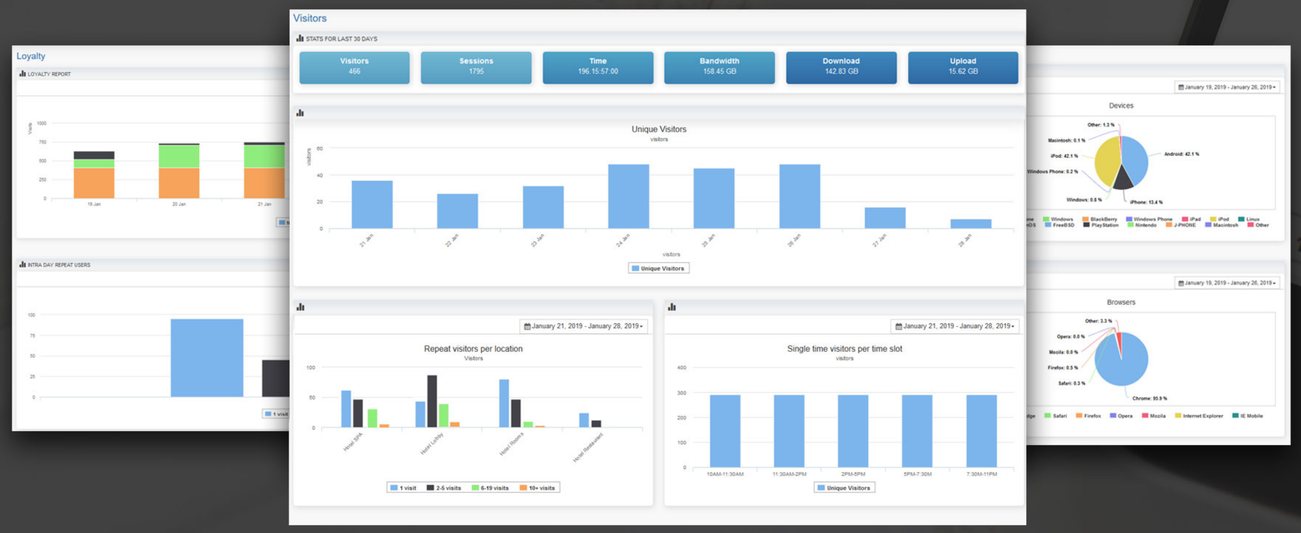
All the steps have been automated, time intervals are adjustable, and they do not require any additional effort.

STATISTICS

Ranking from basic data to advanced analytics, Start HotSpot system offers a thorough insight into visitors behaviour.

Get to know your visitors, find out what their habits are and prepare effective marketing campaigns. Track Internet usage, set the limits to Internet plans, or set specific limits to individual users.

Visitors statistics have been divided into multiple reports which include loyalty, top users, time intervals, sex, age, and other demographic data.



ABOUT US

Antamedia software company has been developing software solutions and specialized solutions for both small and middle-sized businesses since 2001.

We initially helped entrepreneurs realize their goals and start their own businesses, and nowadays we give support to our biggest business clients as well.

Antamedia was a pioneer in WiFi software business in 2006 and since then we have expanded the list of solutions for WiFi control with Android and Cloud innovative solutions.

Start HotSpot is a next-generation intelligent system which improves WiFi network, boosts both customer satisfaction and hotel ratings.

START HOTSPOT

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