

MEDICAL PET SERVICE :: Noah's Ark Veterinary and Boarding Resort - Millersville, Md.



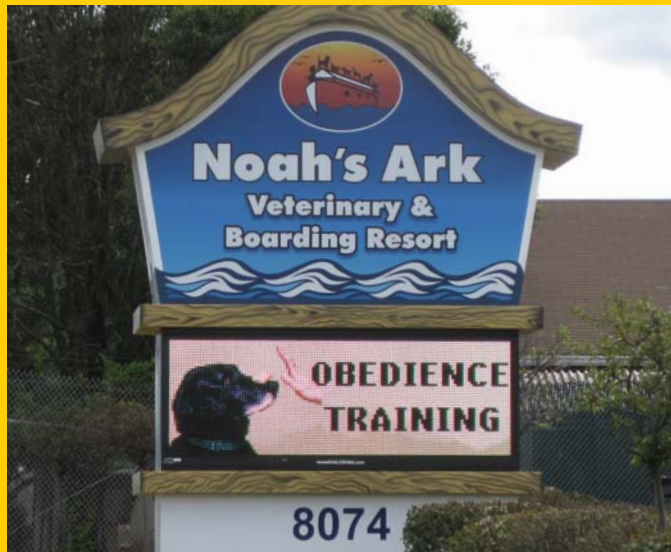
BEFORE

Background

A full service pet facility in Millersville, Md., Noah's Ark Veterinary and Boarding Resort (NAVBR) began its search for an electronic message center in 2007. The company made a large deposit to an online sign vendor in 2009, but the vendor filed for bankruptcy shortly afterward. So NAVBR decided to look at local sign companies, but had trouble finding a sign that satisfied their needs. That's when owner Mark Boback contacted GableSigns & Graphics in Baltimore, who helped outfit NAVBR with a 16-millimeter Watchfire LED sign..

Results

According to NAVBR Operations Manager Rico Evangelista, Boback always carefully considers every business decision. "He will sometimes contemplate for years before making an investment," he said. Like everyone else, NAVBR has been hit hard by the economic downturn, Evangelista said, but the new sign has turned out to be a worthy investment. "It increases business, boosts employee morale, and puts a face out there for us. There's no downside to it."



AFTER

:: SIGN SPECS ::
 16mm XVS Color LED
 Matrix: 48 x 144
 6 Lines x 29 Characters
 3' High x 8'2" Wide

Case Study

When NAVBR calls itself a "full-service" pet facility, it's not kidding. It provides veterinary services, pet boarding, grooming, do-it-yourself bathing, daycare, training, and retail – "everything but the kitchen sink," Operations Manager Rico Evangelista joked. "Actually we have 3 kitchen sinks!"

Since Mark Boback started the company in 1998, it has emerged as the leading business of its kind in Millersville, Md. "We strive to be the best at what we do," Boback said. "And it is paying off, as we are considered by many to be the crème de la crème." But as Evangelista pointed out, with success comes new challenges. "NAVBR has become the place that competitors want to beat."

Boback believed an electronic message center would help NAVBR maintain its edge in the market, but when an online vendor took his deposit and then went out of business, he decided to reconsider his approach. Boback contacted several local vendors, and eventually trusted GableSigns in Baltimore due to sales representative Jack Lunkenheimer's knowledge of LED signs.

"It increases business, boosts employee morale, and puts a face out there for us. There's no downside to it."

-- Rico Evangelista, Noah's Ark Veterinary and Boarding Resort

"GableSigns & Graphics had me sold with their professional service," Boback said. "That they offered Watchfire LED technology was icing on the cake."

"He'd done his research," Lunkenheimer said of Boback. "He'd looked at eight or nine different LED companies, and had read up on Watchfire." A strong believer in Watchfire's products, Lunkenheimer arranged an on-site demonstration for NAVBR. "It blew them away," he said.

Rico Evangelista now operates the LED sign for NAVBR, using it to promote specials, advertise events, and celebrate the arrival of new team members. He said that one of the unexpected benefits of the sign is its positive effect on employee morale. "We didn't realize that would happen," he said. "But putting up advertisements and messages recognizing employees really makes a big difference."

The sign has also made a difference where it matters the most: the bottom line. By promoting do-it-yourself dog wash, the number of new customers using the service has increased. By working with suppliers, NAVBR has been able to promote a special on flea and tick prevention products, getting an extremely positive result in sales.

The moral of the story? If at first you don't succeed, try again – and make Watchfire Signs among the companies you consider.

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.



HOSPITAL :: St. Francis Hospital – Mooresville, Ind.



BEFORE

Background

Just like the city in which it is housed, St. Francis Hospital—Mooresville continues to grow and provide more services and opportunities, while maintaining the small-town atmosphere that patients have come to expect and appreciate. So when it became clear that their current sign was unable to help them reach members of the community in a personal way, St. Francis Hospital-Mooresville turned to Sign Solutions to install a new full-color, LED Watchfire sign.

Results

Since installing the Watchfire LED sign, St. Francis Hospital—Mooresville has seen significant cost savings. Gone are a costly annual maintenance contract, expenditures for replacement bulbs and the labor associated with changing them. The impact on the bottom-line has been impressive as well, including a return on investment from the marketing messages that are now possible on the sign and an estimated \$3,500 annual savings in energy costs.



AFTER

:: SIGN SPECS ::
35mm Color LED
Matrix: 40 x 144
5-Line x 10" Characters
4'10" High x 17' Wide

Case Study

Healthcare. It's personal, it's ever-changing and it demands efficiency without sacrificing quality. Since 1861 St. Francis Hospital—Mooresville, in Mooresville, Ind., has been dedicated to serving the community with an eye on these guiding principles. So when it became clear that their hospital sign could no longer communicate well with the public, they decided to make a change. Their outdated four-cell incandescent sign was cumbersome to program, incapable of delivering up-to-date messages and was far from cost-effective. The annual maintenance contract fee was \$5000; then there was the cost and down-time associated with constant bulb changes. St. Francis turned to Sign Solutions, a local Watchfire dealer, for help.

Gaining approval for the sign could have been a difficult task as hospitals prioritize expenditures for those items that will directly improve patient care. When Dan Young, director of facilities at the hospital, started looking at the potential cost savings of an LED sign—mainly through reduced energy and maintenance costs—the decision became simple.

“When we saw the new LED signs and the fluidity and flexibility of their messages, we knew right away that we had found a solution that would enable us to have the regular dialogue with commuters that we’ve always wanted.”

— Kelli Searles, director of community relations and marketing, St. Francis Hospital—Mooresville

After just seven months, the hospital saved more than \$2,000 in energy costs alone and expected to save roughly \$3,500 after one year. Add to that the elimination of the \$5,000 annual maintenance contract and bulb replacements. “After just a year and half, the sign is well on its way to paying for itself,” said Searles.

The new Watchfire sign truly has supported the hospital's mission to reach people on a very personal level...to let them know the hospital is there for them. “With our old sign, it would take one to two hours to add just a few words,” explained Searles. “Now, in a matter of seconds, we can update our sign to include friendly messages, alert commuters to upcoming health screenings, introduce new doctors, salute our employees and more.”

Looking to the future, and a \$40 million expansion completed in 2009, St. Francis Hospital—Mooresville is excited about the marketing opportunities their new Watchfire sign brings. “As part of an integrated marketing campaign, we will incorporate the artwork that appears in our print and television advertisements into the sign,” said Searles. “It is a level of campaign consistency we’ve never had before and ultimately gives us more return on our overall marketing investment. We couldn’t be happier.”

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

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BY TIME-O-MATIC

MEDICAL SERVICE :: Your Doc's In - Ocean City, Md.



Background

Your Doc's In opened in Ocean City, Md., in 2005 to provide people in need of immediate medical care an alternative to the emergency room. As it grew to include three locations, founding physician Walter Gianelle, MD, wanted to invest in a dynamic sign solution that would help communicate important information to nearby residents, such as hours of operation and services available at the clinic. In 2008, working with Phillips Signs Inc., the then-brand new Salisbury location of Your Doc's In purchased a new electronic message center by Watchfire.

Results

Angela Gianelle, wife of founder Dr. Walter Gianelle, was the business manager of Your Doc's In when the new sign was purchased. "Walter initially wanted a similar sign for our Easton location," she said, "but regulations in the area wouldn't allow it." Gianelle said the LED sign was instrumental in promoting the new Salisbury care center prior to its grand opening. "Probably 35 percent of our first round of patients came in after seeing the sign," she said. These days, the sign acts as a wonderful landmark for the care center. "It makes it much easier for people to find us," Gianelle said.



:: SIGN SPECS ::
 35mm Red LED
 Matrix: 24 x 64
 3 Lines x 13 Characters
 3' High x 7'8" Wide

Case Study

If you've ever been to the emergency room, you know how difficult an experience it can be. Many hospital emergency rooms suffer from overcrowding, and often, staff members are overworked.

Walter Gianelle, MD, knows this all too well. As an emergency care physician, he worked in emergency rooms for about 14 years before joining with several partners to open Your Doc's In, in Ocean City, Md. Along with his partners, Gianelle had a vision for a network of urgent care centers where patients could get fast and effective care without resorting to the emergency room.

"We're definitely considering another message center because of their flexibility and how people take notice of them."

-- Angela Gianelle, Your Doc's In

Walter Gianelle's wife, Angela Gianelle, was the business manager at Your Doc's In from 2006 until 2008. She saw firsthand how quickly her husband's venture made an impact on the community. He had several people come in with heart attack symptoms," she said. "They were able to receive care right away, rather than waiting in the lobby to get triaged correctly."

Your Doc's In grew quickly, opening new locations in the nearby communities of Salisbury and Easton in the following years. Before each opened, Walter Gianelle researched electronic message centers as signage possibilities. The town of Easton didn't allow LED signs, but Gianelle was able to buy one for the Salisbury location. He purchased his red monochrome Watchfire sign at Phillips Signs Inc., an exclusive dealer by choice of Watchfire LED signs. Phillips installed the sign a few weeks before the clinic's grand opening.

According to Angela Gianelle, the LED sign did a bang-up job of getting the community's attention. One of its very first messages, which ran before the clinic opened, read "The future home of Your Doc's In." "We ended up getting a lot of calls because of that," Gianelle said.

The sign has been an invaluable promotional tool for the Salisbury location ever since. "We've used it to tell people what kind of insurance we take, or inform them of any modifications to our hours," Gianelle said. "And we have used it to promote everything from school sports physicals to flu shots."

According to records kept by the Salisbury office manager, roughly 35 percent of the clinic's first visitors reported learning about the clinic's services from the sign.

"We've been discussing opening another clinic," Gianelle said, "and we're definitely considering another message center, because of their flexibility, and how much people take notice of them."

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

