

# Case Study: Optometry News Network (ONN)

**“ScreenScape has allowed us to shift away from thinking about the capital barriers of growing a network, and allowed us to focus on what really matters: great content.”**

Dr. Hari Amarnath, co-founder  
of Clinical Networks

## Executive Summary

### Group License Network

- Group license managed by Clinical Networks
- Branded network is Optometry News Network (ONN)
- Group members are independent eye doctors with a clinic and dispensary that sells additional products and services beyond standard eye examination
- 3rd party advertisers aiming to reach a specific target audience
- Group Size: 85 locations

### Solution Requirements

- Minimal time needed for
- Content updates
- Cost offset through ad revenue
- Easily scalable
- Visually appealing

### The Solution

- ScreenScape screen displays running at each clinic
- A growing local network of venues and advertisers

### The Benefits

- 25% drop in operational costs
- Effective in delivering proper messaging to patients
- Easy to use, manage and administer
- Increased sales of targeted products
- Cross promotional opportunities

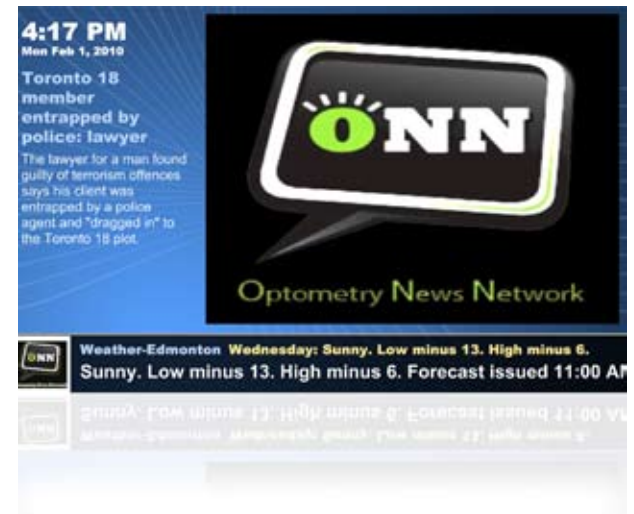
**Optometry News Network (ONN) switched to ScreenScape with an established network of 32 clinics. Within 6 months they more than doubled their network expanding to 85 clinics.**

**ONN has a ScreenScape Group Marketing Network, giving them access to tools to centrally manage and distribute content to their network, while enabling localized content within each clinic. In this case study, Partner and co-founder, Dr. Hari Amarnath, describes his experience with ScreenScape.**

## About ONN

Optometry News Network (ONN) is a digital venue solution that was branded and developed by Clinical Networks Inc. (CNI). First released in July of 2007, ONN was created from a desire by Dr. John Peacock and Dr. Hari Amarnath to improve the patient experience and support the eye health objectives of their practice. This objective is shared by independent optometrists across Canada and provided the foundation for the development of ONN.

ONN allows the eye doctor to make the most of each patient visit. It employs digital displays in the waiting room to keep patients educated and properly informed on their choice of services and



products. A typical clinic will see 150-200 patients per week. Each patient spends a minimum amount of time (approximately 15 minutes) in the waiting area of the clinic.

ONN's objectives with their display network:

- Effective messaging to patients
- Easy to use and administer
- Create measurable value for clinics

Their customers are independent doctors with eye exam clinics and dispensaries that sell additional products and services, as well as third party advertisers that aim to reach a specific target audience.

**“Revenue growth was a problem with our prior solution.”**

**“Preparing ad content on our prior solution was either brutally expensive or brutally time consuming.”**



“Before we couldn’t do last minute promotions. Now we can.”

“Turning around new content used to take weeks. Now it takes minutes.”

“Our network has been growing since we switched. It’s now very easy for new clinics to come onboard.”

## The Challenge

Prior to switching to ScreenScape, ONN had used an alternate digital signage product. The pitfalls included higher licensing costs and the need to pay for technical resources to create third party content. Other significant factors included the time required to create and deploy content, and the hardware costs associated with each new installation.

These factors combined to present a significant problem: growth. With finite resources, adding new clinics to the network while continuing to manage the existing clinics became a challenge. Growth slowed, and ONN chose migrate to the ScreenScape platform as a result.

## The ScreenScape Solution

The key reasons for switching to ScreenScape were:

- Ability to cost effectively create new and edit existing content (25% drop in cost to run)
- Centralized content control and distribution
- Lowered cost for new clinics to join
- Opportunity to network in the ScreenScape Community

ScreenScape addresses these challenges through its ease of use and unique content management approach. ONN manages their network of clinics centrally, using ScreenScape’s online content distribution platform. They provide about 80% of the same content to every clinic, while managing 20% of the local content for each clinic individually.

*In Hari’s words: “With ScreenScape our content is much more portable, flexible and is exponentially easier to create than what we have dealt with in the past.”*

## The ScreenScape Approach to Content

ScreenScape’s solution allows individual clinics to add content to their own local screens alongside the ONN content. Clinics can log in to ScreenScape and get ideas by browsing the Community to see what other clinics are doing. Because content creation is easier, ONN can keep new content distributed to their clinics at a higher rate, with less effort. ONN now sees an increased level of engagement from customers, without increasing content creation costs.



*“We have always encouraged our clinics to give us suggestions and to update their content. Unfortunately our old system made those changes a very time consuming and expensive process that we had to absorb. Now it is fast, easy and inexpensive.”*

## The Benefits of ScreenScape

*Hari explains, “The first benefit of joining ScreenScape is the ease of use. Period. The second is lower costs. Our network has doubled since we’ve joined ScreenScape due to lowered start-up and operating costs. We can deploy faster and at a significantly lower cost with ScreenScape as our platform.”*

## On Growth

*“ScreenScape has allowed us to shift away from thinking about the capital barriers of growing a network, and allowed us to focus on what really matters: great content.”*



**“The experience with ScreenScape has been game changing. It has greatly enhanced our ability to grow in a profitable fashion.”**

Dr. Hari Amarnath,  
co-founder of  
Clinical Networks

**“The experience with ScreenScape has been  
game changing.”**

  
**ScreenScape**

The ScreenScape solution does not require proprietary hardware. This allowed ONN to reduce their installation costs by using existing hardware, such as televisions. Customers are free to re-purpose computers they already own as long as they meet certain basic requirements. The shift lowered the barriers of entry for new clinics and the cost of customer acquisition for ONN.

*“Previously the media player alone cost about the same as the entire hardware setup now, including a monitor, mounting bracket and computer.”*

#### On Advertising Revenue:

ScreenScape has helped ONN foster a regional advertising strategy making them more profitable.

As a result of joining ScreenScape ONN revisited their previous advertising strategy. They’ve launched locally based advertising strategies and programs, introducing new lines of revenue to the company. Previously only national programs in their specific industry were considered, due to content creation constraints.

*“ScreenScape has given us a definite advantage against our nearest competitor in the marketplace. This competitor does not have an advertising model in their platform, and now their go to market price is more than double ours.”*

\*Note: Advertising using the ScreenScape service is 100% optional. ONN retains 100% of any advertising revenue it generates from its ScreenScape displays.

#### On Rollout:

ONN is currently deploying to 2-3 clinics a week, allowing them to more than double their network in the six months since joining ScreenScape.

*“Our setup process for new clinics is smooth and efficient. The customer’s online account is*

*setup, with local content ready to go, before the equipment even arrives at their door.”*

#### On Networking with other Venues:

One of the key attractions of ScreenScape is access to community. Using the ScreenScape Community, members can network with one another. Finding new venues and advertising partners becomes easier with every new venue that joins the service. ONN has generated many leads and fostered new business relationships since joining. For example, the ScreenScape Community includes many independent golf courses; these represent opportunities to ONN’s advertisers who covet golfers for speciality products like prescription sunglasses.

*In Hari’s words, “I’ve been introduced to many advertisers. Everyone who is drawn to ScreenScape is like-minded. They are open to new opportunities like sharing content, and it has helped to grow our network.”*

#### What’s Next

Following the dramatic early success with ScreenScape, the owners of ONN are continuing to expand. They are planning to go to market with another opportunity in a different vertical, and will be using ScreenScape as a platform.

*Hari explains, “We are able to leverage existing clients because our existing customers can say that they have had a positive experience with us. This supports and influences decision making of potential clients. It speaks volumes about my trust and confidence not only about the software, but the team that backs the software.”*

**Following an unsuccessful experience with a competing product, ONN has seen strong success with ScreenScape.**

**ScreenScape has allowed ONN to increase operational efficiency, by more than doubling their network in only 6 months.**

**The positive results in expanding their network, increasing ad revenue, and introducing cross promotional opportunities have led to a planned expansion in a different vertical, choosing ScreenScape as their platform.**