

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



BEFORE



AFTER

SIGN SPECS

35mm Color LED
Matrix: 40 x 144
4'10" High x 17' Wide
5 Lines x 29 Characters

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.

Case Study

Healthcare is personal and dynamic. 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. But their hospital sign made communication difficult. Their outdated four-cell incandescent sign was cumbersome to program, incapable of delivering up-to-date messages and costly to operate. St. Francis turned to Sign Solutions, a local Watchfire dealer, for help.

Hospitals usually prioritize projects related to patient care, but when facilities director Dan Young looked at the potential cost savings of a Watchfire LED sign, the decision was simple. Kelli Searles, director of community relations and marketing, was amazed at the sign's budget impact. After seven months, the hospital was on track to save roughly \$3,500 in utilities. Watchfire's 5-year warranty let the hospital eliminate its \$5,000 maintenance contract expense as well. "After just a year and a half, the sign is well on its way to paying for itself," said Searles.

"When we saw the new LED signs, we knew right away that they would enable us to have the regular dialogue with commuters that we've always wanted."

— Kelli Searles,
Director of Community Relations & Marketing,
St. Francis Hospital - Mooresville

The 35mm color LED sign has supported the hospital's mission and enhanced community outreach. "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."

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."

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