

# In-Depth Guide

**Silent. Smart.  
Seen. Acted Upon.**

**The Impact of  
INFORM Digital  
Screens and  
Messaging in Your  
Waiting Room**

Your Practice Name & Logo

## Our Services

- Women's Health
- Men's Health
- Blood Tests
- Cardiovascular Screening (ECG, 24 hr BP monitoring)
- Cervical Screening
- Childhood Immunisations
- Chronic Disease Management
- Contraception Services
- Cryotherapy
- Driving Licence Medical Reports (Cat 1 & 2)
- Ear Syringing
- Maternity Services
- Medical Legal Reports
- Menopause Health Clinics
- Minor Surgery
- Spinal Manipulation Therapy
- Travel Medicine & Vaccinations
- Personal Medical Reports (Insurance Company Medicals, Employment Medicals)

www.YourWebsite.ie

Your Practice Name & Logo

## Well Woman Clinic

This comprehensive check-up takes just 30 minutes! Results in 7 days

- ✓ Blood tests
- ✓ ECG
- ✓ Physical & Breast Exam
- ✓ Blood Pressure
- ✓ BMI & Urinalysis
- ✓ Menopause Consult
- ✓ Contraception Consult
- ✓ Lifestyle Review

Annual Check-Up Recommended

Fasting Required from 9pm. Registered Patients Only.

**Book Now. Call us at  
01 234 5678 or visit our  
website**

www.YourWebsite.ie



# INFORM: Could Our Digital Screens Enhance Communication At YOUR PRACTICE?

Since 2002, INFORM has been Ireland's trusted partner in health and wellbeing communication. We specialise in helping healthcare providers engage and educate patients and visitors through Brochure Display and our **Digital Information Screen Network**, designed to inform, guide, and influence behaviour effectively across healthcare and general practice environments.

## What This Digital Screen Proposal Includes:

- **Why Our Screens Add Value:** Learn why **our silent, portrait-shaped digital screens impact** by delivering clear, impactful messaging in waiting areas at your practice.
- **Sample Messages:** See examples of **practice-specific content** that can influence patient behaviour, streamline communication, and support practice efficiency, as well as **public health and wellness information** that share vital updates.
- **Our Complete Service:** We provide, install, and maintain the screens, while designing, creating, and remotely uploading **ANY messages** of your choosing, **colour styled to align to your practice's branding**.
- **Testimonials:** Hear from GPs and Practice Managers about the impact and effectiveness of INFORM Digital Screens and Messaging Display Services.

INFORM Digital would welcome the opportunity to work with **your practice** to enhance communication and patient engagement. Our portrait-shaped screens can help elevate key messages and enhance the patient experience.

For further information, our contact details are on the back page.

Your Practice Name & Logo

Help Us Keep The Appointments On Schedule

Our Standard Consultation

15 min

Multiple Concerns?  
Please book an extended consultation or consider two visits.

Thank you for helping us serve you better.

www.YourWebsite.ie

We Style ALL Screen Messages to Align with Your Practice Brand





Your Practice Name & Logo

## Protect Yourself from Shingles

We can vaccinate against shingles, a painful viral infection **that can develop in anyone who has previously had chickenpox.**



Ask at reception for details or make an appointment.



[www.YourWebsite.ie](http://www.YourWebsite.ie)

## Inform Digital

- **INFORM Provides Your Portrait Digital Screens**
- **We Install the Screens**
- **We Maintain the Screens**
- **We Design Your Messages, Your Way, in line with Your Branding**
- **We Upload Your Messages Remotely to any or all Screens**



**We design, brand, and upload your rotating screen messages remotely, to this quality**

## Your Message Designs



**Picasso meets Shakespeare!**



As part of our standard service, we create and design your content to inform, guide, and influence. We always aim to deliver your screen messages with clarity and purpose.

We Design and Upload Your Static, Animated, and Video Messages that Get Noticed.



Inform Digital

# The Science of Portrait: Why Vertical Screens Powerfully Communicate in GP Practices



INFORM Digital's sleek and modern 43" portrait screens provide a powerful, silent, distraction-free platform to inform, guide, and influence behaviour—delivering key messages with clarity and professionalism in any GP Practice or healthcare setting.

## Portrait - Designed for How We Naturally Read

INFORM Portrait screens align with the way people naturally read, mirroring familiar formats like A4 pages, books, and mobile devices. This makes it easier for patients to engage with and absorb essential information, whereas landscape screens—more commonly associated with TV and entertainment—are often geared toward passive viewing.

## Inform, Guide, and Influence Patients with Clarity

Portrait screens are highly effective in GP Practice environments. They align with natural sightlines, ensuring key messages and guidance are easily noticed and retained.



Portrait Digital Screens and INFORM Messaging - Clear, Compelling, and Effective.

## Space-Efficient and Practical

Slim and unobtrusive, portrait digital screens integrate effortlessly into GP waiting rooms, delivering clear and engaging messaging without taking up valuable space. Their sleek design ensures easy visibility for patients while maintaining a calm and professional environment.

## A Strategic Communication Solution

Investing in portrait screens is a proven way to improve communication in GP Practices. They enhance the patient experience by delivering clear, accessible, and engaging content that supports operational efficiency and helps patients stay informed and engaged in their care.

## INFORM Crafts Your Messages for Portrait Screens

INFORM designs all your digital screen messages to be visually clear, engaging, and easy to absorb in the GP waiting room setting. Each message is structured for maximum impact, using clear typography that captures attention while maintaining a calm and welcoming tone. By balancing aesthetics with functionality, we create content that informs, guides, and supports patient engagement.

# Sample GP Practice-Specific Notices

To Inform, Guide and Influence Patients

# Sample Messages to Guide Behaviour

Your  
Messages  
Your Way



We Design  
Them and  
Upload  
Remotely



Messages  
Rotate




Messages  
can be  
Animated



Your Practice Name & Logo

## 'No Shows' Deny Care to Other Patients




If you cannot attend,  
it is **ESSENTIAL** to  
cancel as early as  
possible

[www.YourWebsite.ie](http://www.YourWebsite.ie)

Your Practice Name & Logo

## Respect and Kindness Our Core Values



Your care is our priority,  
with respect at our core.

We have Zero tolerance for  
abuse towards staff or  
patients.


Disrespectful behaviour may  
result in service refusal.  
Thank you for your support.

[www.YourWebsite.ie](http://www.YourWebsite.ie)

Your Practice Name & Logo

## Help Us Keep The Appointments On Schedule

Our  
Standard  
Consultation



Multiple Concerns?  
Please book an extended  
consultation or consider  
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Thank you for helping us  
serve you better.

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INFORM can design, programme, and remotely upload **ANY** message you envision to one or multiple digital screens we provide and install. We can also schedule messages to appear and disappear on specific dates as needed.

# Sample Messages to Highlight Your Services

Your  
Messages  
Your Way



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 Your Practice Name & Logo

## Our Services


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 [www.YourWebsite.ie](http://www.YourWebsite.ie)

 Your Practice Name & Logo

## Heart Health Checks


Looking After Your Heart Starts Here



We offer a range of heart health assessments, including:

- Blood Pressure Checks – Know your numbers and reduce your risk.
- Cholesterol Testing – Understand your levels for a healthier heart.
- ECG (Electrocardiogram) – Checking your heart's rhythm and electrical activity.
- 24-Hour Blood Pressure & Heart Monitoring – If required, for a more detailed assessment.

Book an appointment today – ask at reception or speak to your GP.

 [www.YourWebsite.ie](http://www.YourWebsite.ie)

 Your Practice Name & Logo

## Our Nursing Services

Our team of highly qualified nurses can provide the following services, by appointment:



- Blood Testing
- Urine Analysis
- Ear Syringing
- Childhood Vaccinations
- Travel Vaccinations
- INR Testing / Warfarin Management
- Injections
- Blood Pressure Management including 24 hour ABPM
- Cervical Screening
- ECG
- Spirometry

 [www.YourWebsite.ie](http://www.YourWebsite.ie)



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 Your Practice Name & Logo


## Well Woman Annual Health Screening



Gain confidence in your health with our comprehensive screening. Get a clear picture of your health and proactive solutions for potential concerns.

Ask our Admin staff for more information.


 [www.YourWebsite.ie](http://www.YourWebsite.ie)

 Your Practice Name & Logo

## Well Woman Clinic

This comprehensive check-up takes just 30 minutes! Results in 7 days


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- ✓ Blood Pressure
- ✓ BMI & Urinalysis
- ✓ Menopause Consult
- ✓ Contraception Consult
- ✓ Lifestyle Review




Annual Check-Up Recommended


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Book Now. Call us at 01 234 5678 or visit our website


 [www.YourWebsite.ie](http://www.YourWebsite.ie)

 Your Practice Name & Logo

## Thinking about Menopause?



Book an extended appointment to discuss with your doctor. Speak to reception today.

 [www.YourWebsite.ie](http://www.YourWebsite.ie)



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# Sample Messages to Highlight Your Services

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 Your Practice Name & Logo


## Well Man Annual Health Screening



Secure peace of mind with our comprehensive screening. Understand your current health status and address potential concerns early.

Speak to our Admin staff for more details.


 [www.YourWebsite.ie](http://www.YourWebsite.ie)

 Your Practice Name & Logo

## Well Man Clinic

This comprehensive check-up takes just 30 minutes! Results in 7 days


- ✓ Blood Tests
- ✓ ECG
- ✓ Prostate Exam
- ✓ Blood Pressure
- ✓ BMI Assessment
- ✓ Urinalysis
- ✓ Lifestyle Review




Annual Check-Up Recommended


Fasting Required from 9pm. Registered Patients Only.

Book Now. Call us at 01 234 5678 or visit our website


 [www.YourWebsite.ie](http://www.YourWebsite.ie)

 Your Practice Name & Logo

## Your Child's Early Years Matter



We Specialise in Infant and Toddler Healthcare

 [www.YourWebsite.ie](http://www.YourWebsite.ie)



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# Sample Messages to Encourage Vaccinations

Your Messages Your Way



We Design Them and Upload Remotely



Messages Rotate



Messages can be Animated



Your Practice Name & Logo

## Covid Booster and Flu Vaccinations

**Available Now**  
Book Your Slot Online

[www.YourWebsite.ie](http://www.YourWebsite.ie)

Your Practice Name & Logo

## Planning to Travel Overseas?

Depending on your destination, you may need to be vaccinated against diseases

**Check our Website**

[www.YourWebsite.ie](http://www.YourWebsite.ie)

## Measles is on the Increase in Ireland

It is a Highly Infectious Illness and Affects Children and Adults

Symptoms include

- High Fever
- Cough
- Runny Nose
- Red Eyes
- Red Rash, that starts on the head and moves down the body

measles, mumps, and rubella.

**The MMR injection (2 doses) is the safest way to protect children from measles.**

**Any child, or adult under 40, needs to be vaccinated**

For Advice - Ask Your Doctor

If symptoms are present, isolate and phone your Doctor



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# Sample Messages to Encourage Online Engagement

Your  
Messages  
Your Way



We Design  
Them and  
Upload  
Remotely




Messages  
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Messages  
can be  
Animated





 Your Practice Name & Logo

## Book your Appointment With Us Online


[www.YourWebsite.ie](http://www.YourWebsite.ie)




 [www.YourWebsite.ie](http://www.YourWebsite.ie)


 Your Practice Name & Logo

## Please Request Your Repeat Prescriptions on our Website





Request early and allow up to 48 hours for your prescription to be sent to your nominated pharmacy

 [www.YourWebsite.ie](http://www.YourWebsite.ie)

 Your Practice Name & Logo

## Visit our website for updates on our services



 [www.YourWebsite.ie](http://www.YourWebsite.ie)



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# Sample Messages to aid Patient Understanding

Your  
Messages  
Your Way



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 Your Practice Name & Logo

 **DELAYS?**


If we are delayed, please bear in mind that complex consultations or emergencies may result in us running outside of the intended schedule.

**We appreciate your patience**


 [www.YourWebsite.ie](http://www.YourWebsite.ie)


 Your Practice Name & Logo

**Our Practice Fees**




Our services and procedures come with a wide range of fees. For a full list, please visit our website or ask at reception.


 [www.YourWebsite.ie](http://www.YourWebsite.ie)

 Your Practice Name & Logo

**Have you Checked In at Reception?**



Please ensure you check in to secure your appointment

 [www.YourWebsite.ie](http://www.YourWebsite.ie)



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# Sample Messages to **Protect Staff and Patients**

Your  
Messages  
Your Way



We Design  
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Remotely



Messages  
Rotate



Messages  
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 Your Practice Name & Logo

## Keep Yourself and Others Safe This Winter

Stay Safe and Protect Others

-  Get your flu and COVID-19 vaccines
-  Wash your hands regularly with soap and warm water
-  Cover your mouth and nose when coughing or sneezing
-  Dispose of used tissues in a bin immediately

## Is your child protected against flu?



Talk to your GP or pharmacist about the nasal flu vaccine for children aged 2-12

The nasal vaccine is quick, easy, and free and helps protect your child from flu and serious illness

[hse.ie/flu](https://hse.ie/flu)  

 Your Practice Name & Logo

## Prevent Norovirus – The Vomiting Bug



Help Us Stop the Spread:

- **DO NOT** visit if you've had vomiting or diarrhoea in the past 48 hours.
- **Wash your Hands** thoroughly with hot water and soap:
  - After using the toilet.
  - After contact with someone who is ill.
  - Before and after handling food.



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# Sample Messages to Create a Welcoming Experience

Your  
Messages  
Your Way



We Design  
Them and  
Upload  
Remotely



Messages  
Rotate




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Animated



Your Practice Name & Logo

## Welcome to our Practice!



As your dedicated healthcare team, we're committed to providing the best medical care for you.

We look forward to taking care of you today.

[www.YourWebsite.ie](http://www.YourWebsite.ie)

Your Practice Name & Logo

## MEET OUR TEAM

Dedicated to Your Wellbeing



Dr. Maya Tierney



Dr. Peter McGrath



Dr. Sean Brown



Nurse Anna Olsson



Nurse Mary Maguire



Una McGoldrick



Patricia Lyndsey




Mark Duggan

[www.YourWebsite.ie](http://www.YourWebsite.ie)

Your Practice Name & Logo

## Free WiFi



Connect freely with our complimentary WiFi, making your stay a little easier and more comfortable.

**Network:** HealthConnect  
**Password:** Good4U

[www.YourWebsite.ie](http://www.YourWebsite.ie)



INFORM can design, programme, and remotely upload **ANY** message you envision to one or multiple digital screens we provide and install. We can also schedule messages to appear and disappear on specific dates as needed.

# Sample Messages To Give General Advice

Your  
Messages  
Your Way



We Design  
Them and  
Upload  
Remotely



Messages  
Rotate



Messages  
can be  
Animated




 Your Practice Name & Logo

**Unfortunately, no amount of antibiotics will get rid of colds or flu!**




**Rest and Drinking Fluids is Best**


 [www.YourWebsite.ie](http://www.YourWebsite.ie)


 Your Practice Name & Logo

**Healthy Food Choices,  
Healthy Life.  
Choose Wisely!**




**For Healthy Eating  
Advice Google 'Healthy  
Eating + HSE'**

 [www.YourWebsite.ie](http://www.YourWebsite.ie)


 Your Practice Name & Logo

**Stay Active  
Stay Healthy**

Regular exercise helps boost energy, reduce stress, and prevent illness—keeping you feeling your best.



We'd love to see you less often, so keep moving and make exercise a part of your daily routine!

 [www.YourWebsite.ie](http://www.YourWebsite.ie)



INFORM can design, programme, and remotely upload **ANY** message you envision to one or multiple digital screens we provide and install. We can also schedule messages to appear and disappear on specific dates as needed.



# Sample Health and Public Awareness Messages

**INFORM** also provides Trusted Health, Wellness, and Awareness Messaging to Inform, Educate, and Improve Lives

## Examples

- Health advice and preventative care
- Safety, safeguarding, and crisis information
- Advice for mental and physical wellbeing
- Information on support charities & organisations
- Public health and awareness initiatives
- Chronic disease management and medication reminders
- Seasonal and linked health messages
- Lifestyle and general wellbeing tips

# Sample Messages: Public Health and Awareness Notices

We Broadcast  
Selected  
Approved  
Health &  
Public  
Awareness  
Messages



Messages  
Rotate



Permission  
Based



Is your child protected against flu?

Talk to your GP or pharmacist about the nasal flu vaccine for children aged 2-12

The nasal vaccine is quick, easy, and free and helps protect your child from flu and serious illness

[hse.ie/flu](https://www.hse.ie/flu)

FLU VACCINE Protect yourself. Protect others.

HSE

Before you take it...

**KNOW** your medicines and keep a list

**CHECK** that you are using the right medicine the right way

**ASK** your healthcare professional if you're unsure

[www.safermeds.ie](https://www.safermeds.ie)

World Health Organization | IRISH PHARMACY UNION | icgp | HSE | Seirbhís Sáinte Níós Fearr & Fórtair | Building a Better Health Service

[www.SaferMeds.ie](https://www.SaferMeds.ie)

Irish Cancer Society

Working outside this summer?

Make the most of the dry weather, and don't get burned.

Seek shade.

Cover up.

Use SPF 30+ and SPF 50 for the kids!

If you've spotted a change in your skin that won't go away, talk to your GP today.

Call our Support Line on Freephone 1800 200 700  
email [supportline@irishcancer.ie](mailto:supportline@irishcancer.ie)  
or check out [www.cancer.ie/skin](https://www.cancer.ie/skin)



INFORM broadcasts trusted health, wellbeing, and public service messaging, ensuring clear, reliable information reaches patients in your waiting room.



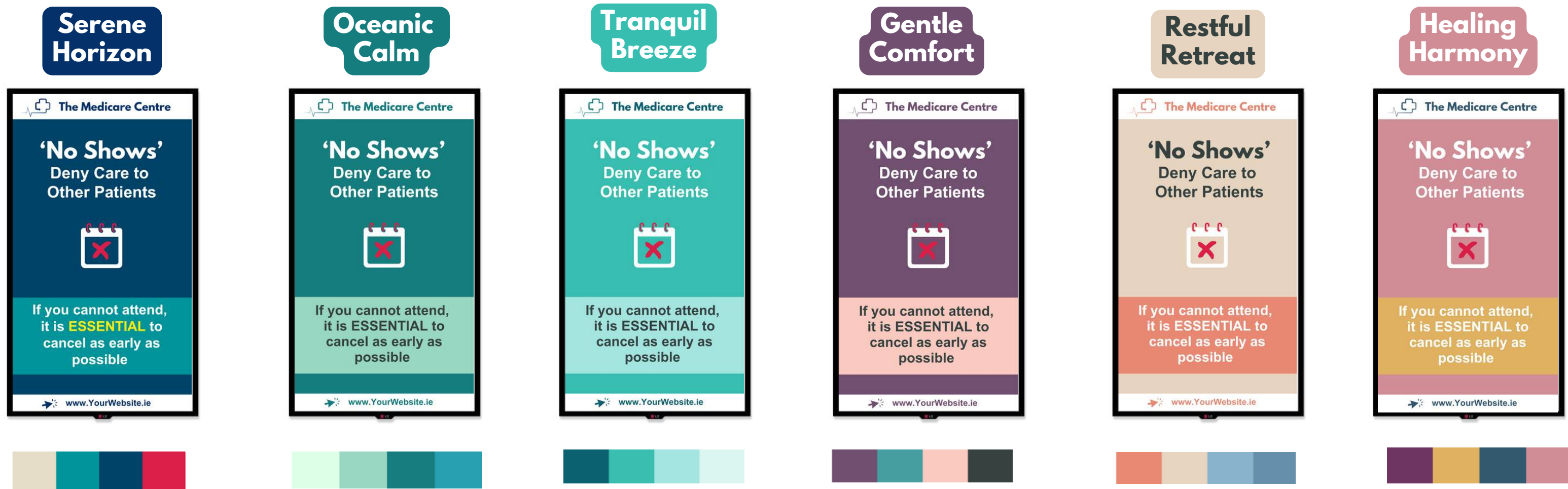
These are examples of health and public awareness messages on our silent, portrait-orientated screens.

# Screen Style Options for Your Practice

We offer two options for your digital screen message style:

- **Curated palettes (as below)** – Designed specifically for medical settings, these provide a calm and professional visual experience while ensuring readability. Choose your preferred style and your logo will be prominently displayed at the top, with your website or phone number in the footer.
- **Brand colour matching** – We can match your brand colours. (*Note: Some brand colours may not be ideal for digital screens, as they can affect readability and patient comfort.*)

**NOTE:** To ensure **clarity** and **accessibility** for all patients, we use League Spartan and Arial fonts. These fonts are clear, legible, and easy to read from a distance.



# Testimonials: What Other Practices Say

Hear what other GPs and Practice Managers have to say about the impact and effectiveness of INFORM Digital Screens and Messaging Display Services.

“ We are delighted to have INFORM Ireland supply the digital information screen in our waiting area. The screen is used **to keep our service users up-to-date with latest information on opening hours, upcoming awareness events, services provided in the building**, etc. It is so easy to have the information updated by INFORM and we have found that this happens **quickly** and without interruption to service. We would have no hesitation in recommending INFORM Ireland.

**Willie Conlon, Network Administrator,  
Kilnamanagh/Tymon Primary Care Centre, Dublin**

“ The rotating messages ensure patients are consistently reminded of important health information without us having to manually update anything. **INFORM has made patient communication effortless.** Thank you!

**Dr. Corina Abu Rabia, Hansfield Medical Centre,  
Dublin**

“ Since installing our INFORM digital screen in the waiting room nearly two years ago, **it has become a fundamental part of communicating with our patients.**

We have found it to be a very effective way to get messaging out to patients about anything from vaccine information to practice policy changes.

The team at INFORM Digital have been super at transforming our message to digitised slides in a way that is clear and in keeping with our branding.

**Shauna Kearns, Practice Manager, Mount Merrion  
Medical Centre, Dublin**

“ INFORM delivers outstanding service and value for money. They supply the screens, and **ensure everything operates smoothly.** It is so easy to have our Practice messages added to the screen by INFORM and it's an excellent way to promote preventive care. Our GPs and patients love it.

**Mary Dempsey – Lakelands Medical Centre,  
Ballinrobe and Clonbur, Co. Mayo**

“ Bellview Clinic have worked with INFORM Ireland over the last number of years. **We have installed monitors in a few of our clinics.**

Their customer support is very prompt in responding to any query. We have had nothing but positive feedback from our waiting patients.

Many patients comment that they like the format of the patient information displayed on the monitors i.e. easy to read, bright and current.

INFORM Ireland's installation technician is a gem. **All our installs have been without issue, and he leaves the room spotless.** I would recommend INFORM Ireland as the way forward for information presentation.

**Mary McCormack, Practice Manager, Bellview  
Clinic, Mullingar, Co. Westmeath**

“ We love the screen – it's very **modern, bright and informative.** Thank you!

**Siobhan McTigue, Practice Manager, Inchicore  
Doctors, Dublin**

# Good to Know – Why INFORM is the Right Choice for Your Practice



## Modern, Portrait-Shaped Screens

Modern, Portrait-Shaped Screens – Our 43” high-definition digital screens are sleek, professional, and designed for GP waiting rooms, **providing silent, engaging messaging** without disruption.



## All for Less Than the Cost of a Single Patient Visit Per Month

Your per screen subscription covers everything: the **screen, installation, maintenance, content creation, and remote updates**—offering seamless communication at exceptional value.



## Hassle-Free Installation

All we need is a **power point and an internet connection**—we take care of the rest. Our friendly team makes setup and ongoing management easy.



## Proudly Irish and Established in 2002

**Founded in 2002**, INFORM is **Ireland’s leading expert in health communication in GP waiting rooms** and medical settings, providing both brochure display and **digital screens**. Trusted by GPs and healthcare providers, we help practices deliver clear, engaging, and effective messaging to patients.



## No Sound, No Disruption

Our **silent, visually engaging content** is designed specifically for GP waiting rooms, ensuring your key messages capture attention without causing disruption.



## Expertly Crafted Messaging & Design and Health Updates

**INFORM creates, designs, and optimises all your screen messages** to ensure they are clear, visually engaging, and easy to absorb in a waiting room setting. We use professional layouts, accessible fonts, and effective visuals to maximise impact while maintaining a calm, professional look.



## Flexible & Always Up to Date

**INFORM uploads your messages remotely in real time**, ensuring they are always up to date and aligned with your practice’s priorities. Content can also be scheduled to publish and unpublish on specific dates, making it easy to plan ahead for seasonal health messages and timely updates.



## Screen & Message Design Support

From screen maintenance to designing, uploading, and updating your messages on demand, **INFORM provides seamless support**, ensuring your digital screens always deliver clear, relevant, and engaging content.



## Trusted by GPs & Practice Managers

Don’t just take our word for it—read in this proposal **what GPs and Practice Managers have to say** about how INFORM screens have enhanced communication in their practices.

# Get in Touch with Us



**Email**

**[Enquiries@InformIreland.com](mailto:Enquiries@InformIreland.com)**



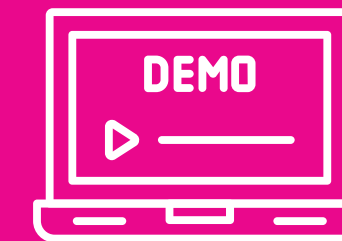
**Phone 061 338 580**



**[InformDigital.ie](http://InformDigital.ie)**

**[InformIreland.com](http://InformIreland.com)**

## Book a 10-Minute Online Demo



Discover how INFORM Digital Screens can enhance patient communication, engagement, and efficiency in your practice. Book a 10-minute online demo, and we will guide you through it and answer any questions you have. **Contact us today to arrange a time that suits you.**

