

AUGUSTA HEALTH PHARMACY & LAB

Fishersville, Virginia



Augusta Medical Center, a privately owned and operated healthcare provider based in Fishersville, Virginia expanded its services by relocating its in-house pharmacy and laboratory to a site off campus with high traffic count and visibility. The building that would become the new pharmacy/lab was previously a bank. The hospital selected Holiday Signs to provide their new branding, wayfinding and digital messaging signage based on our past relationship and experience with helping the hospital with similar building conversion projects in connection with their off-campus expansion strategy.



The hospital administration and marketing staff were most concerned in having a remote system that could be updated and controlled from a central point in the main hospital offices. They were interested in a flexible yet secure system that would allow them to easily add new messaging signs as they continued to expand and market their services into other high visibility areas across the Shenandoah Valley Region.



Working closely with Daktronics Inc., Holiday Signs was able to provide a digital messaging option with the architecture needed for growth. Venus 1500 Software was installed on two computers and messages can be relayed to any number of signs within the hospital's secure network just as they would communicate with printers, fax machines, or other electronic devices on the system.

An antenna was installed on the sign that picks up signals from a transmitter inside the pharmacy that receives data from the marketing department. The sign has become an important communications tool and the hospital now has the means to capture the attention of a very captive audience year-round.

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