

Airwave Healthcare expands team with Francesca McPhail

Patient stimulus technology provider Airwave Healthcare has appointed Francesca McPhail, who will help health and care providers achieve more from their media and entertainment systems for people receiving care.

Francesca McPhail has worked with hundreds of healthcare organisations during her career, and has now joined the Airwave Healthcare team as a key account manager.

She will engage health and care customers, and will help them address their different needs as they use media technology to educate, entertain and inform patients, clients and residents.

McPhail, said: “Media technology delivered well in health and care environments has become much more than television or entertainment. It is a means to engage and stimulate individuals receiving care – whether that’s in a hospital, care home, or residential setting.

“Providing the right accessible content can inform individuals about their conditions, treatments and care journeys. It can help to prevent isolation, by flagging activities. And it can create efficiencies for staff in very busy environments.

“I’m excited to be part of the team at Airwave Healthcare, which is known for its ethos, experience, innovative approach, and commitment to shared goals with healthcare – from delivering sustainable solutions to enhancing the care experience.”

Airwave Healthcare has been supporting health and care providers with patient entertainment, media, and audio visual solutions for more than 20 years. Customers using its technology are able to provide services without charging people receiving care.

Dean Moody, healthcare services director, for Airwave Healthcare, said: “Listening to the needs of our customers across a range of health and care settings, helps us to deliver genuine solutions that respond to their user requirements and business needs.

“Francesca brings a great deal of experience from her varied career in healthcare technology that will help us to continue to enhance how we understand the requirements of organisations in the sector – from strategic board level priorities, to unmet needs on the frontline of care delivery. We are thrilled to welcome her to the growing Airwave Healthcare family.”

ENDS

Notes to editors

About Airwave Healthcare

Airwave Healthcare is working with health and care organisations to help them seize a historic opportunity to modernise patient media systems for the better. Its products and services are free to patients, and fair to health and care providers. Known for its flagship product MyCareTV, the company provides a comprehensive range of patient entertainment systems, audio visual systems, healthcare displays, digital signage, WiFi services, and more. Airwave Healthcare has more than 20 years’ experience working with health and care providers to create solutions that stimulate, educate, entertain and inform the people receiving care, whilst releasing time on wards and in other busy healthcare settings for staff.

For more information visit <https://www.hospitaltv.co.uk/>