

*Cammisa Chiropractic  
and Wellness Center*

## Chiropractic Center goes high-tech with digital signage and Denon Professional's DN-V755

How does a chiropractic practice become a state-of-the-art office? Dr. Perry Cammisa, owner of Cammisa Chiropractic and Wellness Center located in Naperville, IL has turned his typical magazine-filled office, with paper-based patient records into a technology-based facility. With the use of Denon Professional's DN-V755, his office provides relevant information to patient care while waiting to see the doctor.

Dr. Cammisa's patients had a broad choice of reading material from Architectural Digest to Cosmopolitan, which were stored on tables and in racks. The walls were filled with posters exhibiting the spine and nutrition. "By the end of the day, the reception area looked like a bomb went off" he reported; "it was just messy." This mess was the instigator of the office modification. Starting with one computer, the office slowly upgraded both its process of maintaining patient records and the information for waiting patients to view in the reception area.

"For a few years, we had a monitor that played an animated PowerPoint slideshow and health and wellness DVDs in a loop" explains Dr. Cammisa. There were about 125 slides in the slideshow that were infrequently updated and which would freeze or lock up the computer. The slideshow solved the issue of the office looking disorderly, with computers as the first step toward modernizing the office. However, as Dr. Cammisa learned, there were better methods available for incorporating this technology.

Several months after the monitor was added to the reception area, Dr. Cammisa learned of Denon Professional's DN-V755 and in due course, upgraded his system to



*Denon's DN-V755 is used to display visual messages on the plasma screens for the Cammisa Chiropractic and Wellness Center.*

include it. Since animated PowerPoint presentations will not play on the unit, the challenge of finding a way to get the current presentation into a file that the DN-V755 could use existed. Although the unit can play PowerPoint slides, it cannot display the animation. But, Dr. Cammisa still wanted an animated presentation to keep it interesting for the viewers, and found software that converts the animated PowerPoint files into the mpeg files that the DN-V755 can play, while maintaining the timing of the animations. Dr. Cammisa reports about using the DN-V755, "it's simple to use, it's pretty amazing."

Visual Messaging

# DN-V755



"Once we understood what the DN-V755 could do, we had the ability to market to the new patient. We know why are patients come to us, so, we set what plays on the screen to show information related to the patient's condition." explains Dr. Cammisa. "If a patient that was in a car accident is scheduled, we put on that segment." On future visits, other information can be displayed to help the patient understand their situation. Furthermore, he says, it's easy to change the sequence of what is playing — easier than cutting and pasting in PowerPoint."

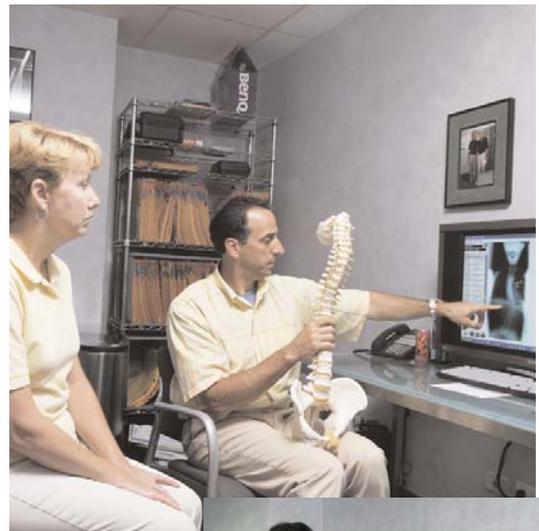
The office currently has nine workstations, including touch screens and a 32" plasma screen, where the presentations are displayed in the reception area. It has become a popular site for other chiropractors who have stopped by to check it out.

## Cammissa Chiropractic and Wellness Center

Website: [www.cammissachiropractic.com](http://www.cammissachiropractic.com)

Founded: 1991

Services: Specializes in the biomechanics of posture; restoration of the spine; traction; massage therapy



*Dr. Cammisa uses technology for patient information, and records.*



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