



HOSPITAL OPERATOR INTRODUCES AMBIENT SCENTING

KPJ Healthcare is Malaysia's leading hospital operator. They wanted to move their facilities away from the "typical hospital smell that is caused by the antiseptic." They also understood that the stress of a hospital visit can exacerbate illness.



FRAGRANCE REDUCED ANXIETY IN MRI PATIENTS BY 63%.



Memorial Sloan – Kettering Cancer Center

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0121 569 7750 | info@media-group.co.uk | digital-screens.co.uk



THE CHALLENGE

How to reduce the fear of checking into a hospital and also provide a pleasant, non-antiseptic environment?

THE SOLUTION

KPJ decided to introduce our ambient scenting services to add fragrance to the lobby and pharmacy waiting area of their hospital in Johor Bharu.

Our scent diffusing appliances were installed and “Fresh Clean,” “Summer Blossom,” and “Enchanted Apple” fragrances were chosen for diffusion.

THE RESULTS

The program was extremely successful at KPJ’s Johor Bharu location. KPJ was so pleased that they expanded service to an additional 4 of their hospitals in Malaysia.

Today AirQ serves KPJ Hospitals in Johor Bharu, Kuantan, Kota Bharu, and Penang, with an additional 19 locations possible in the future

HIGHLIGHTS

- WE INTRODUCED “FRESH CLEAN,” “SUMMER BLOSSOM,” AND “ENCHANTED APPLE” FRAGRANCES TO CREATE A WELCOMING FLORAL ENVIRONMENT.
- AMBIENT SCENTING ELIMINATED MALODORS, CREATING A PLEASANT SOOTHING ATMOSPHERE. THIS REDUCED STRESS IN HOSPITAL PATIENTS.

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