

# TRIVADIS LAUNCHES POSTER CAMPAIGN WITH CRYPTIC DOCTOR'S PRESCRIPTION

Zurich, 14 September 2021

In terms of digitalisation, Switzerland's healthcare system has a lot of catching up to do. The data specialist Trivadis is now addressing this fact in a nationwide campaign. The core element of the campaign is a poster featuring an oversized, illegible doctor's prescription.

According to Digital Swiss, the level of digitalisation in the health sector amounts to just around 20 percent. Paperwork is often still the order of the day. Therefore, it is hardly surprising that handwritten, cryptic doctor's prescriptions have long since found their way into the meme culture.

Data specialist Trivadis has taken inspiration from this in its new campaign to advertise digitalisation offers for the healthcare sector: The core element of the campaign are posters showing an oversized, illegible doctor's handwriting with the question "Paracetamol or Bisacodyl?" - the former being a painkiller, the latter a laxative. The solution: "Digitalise now and have clarity."

"The health system is ailing in various places. The automation of processes and the intelligent use of data can provide a remedy. In this regard, there is also a 'prescription' for the health industry," says Ivana Leiseder, Head of Marketing & Communications at Trivadis.

The posters will hang in the immediate vicinity of private clinics throughout Switzerland until 3 October. The poster campaign is being run in cooperation with Microsoft and is accompanied by other cross-media elements.

Visual poster: <https://m.trivadis.com/hubfs/trivadis-plakat-arztrezept.png>

Link to landingpage: <https://www.trivadis.com/en/offer/prescription>

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