



eOne spreads joy, bringing classic movies to UK hospital patients

26 May, 2020

eOne joins MediCinema to share the love of film in hospitals across the UK

MediCinema brings joy to hospitals around the UK.

The organization builds, installs and runs state-of-the-art cinemas in hospitals and places of care, giving patients and their families the joy of a night together at the movies.

So when MediCinema screening rooms needed to close at six hospitals in the UK due to COVID-19, patients could have been left without a place to share their love of movies. Instead, the organization got creative, transforming the moment into a win for everyone.

MediCinema teamed with Hospedia to provide content to patients direct to their beds. And eOne worked with both organizations to ensure our content could be shared.

"For the next two months, patients will be able to see all our back-catalogue content – *The BFG*, *Finding Your Feet*, *Stan & Ollie*, *Green Book*, *A House with a Clock in its Walls*, *A Dog's Journey* and of course *Peppa Pig*..", says **Sarah Hatton** (Manager, Theatrical Sales – UK, Film).

Ensuring patients can watch films from their beds is critically important. "It's the opportunity to give the patients something to look forward to," says Sarah. "There is so much power in film – it's this little bit of sunshine in the day. It contributes so much and helps their overall wellbeing."

There's also the value of sharing something. "One of the lovely things about having the channel running on a loop rather than a more 'on-demand' service means that all the patients who tune in will be watching the same film at the same time (a little like they would if they were to go down to the screening room), so hopefully that will give them something to talk about with their neighbours, connect them to the wider hospital community, and help reduce isolation too."

MediCinema knows the power of film first-hand. The stories of smiles and connection that its screenings provide are renowned. "There are stories of kids who can't be around other patients getting the chance to watch films with their parents...and kids just standing in front of the screens singing and dancing when Peppa appears."

One of the most successful screenings to date was the screening of *A Dog's Journey* – which is now playing again on the Hospedia screens as of April 21. "MediCinema shared some lovely photos of the patients coming along to watch it last year, along with a surprise guest – one of the hospital's Therapaws dogs, called Bacon!"

While Sarah would never admit it, it took a bit of work to keep eOne's films on screens in UK hospitals, all while her team was navigating the many other issues the pandemic presented. But in the end, Sarah is glad to help. "I'm a tiny cog in a grand scheme – and I'm grateful all the time to be involved."

Interested in supporting MediCinema? Click [here](#) – and for a special message on why MediCinema is so important, click [here](#) to hear from Emma Thompson.

