



# Digital Signage for Healthcare

In today's interconnected world, digital signage makes sense for healthcare facilities. Since digital signage is configurable and flexible and can deliver information in real-time, it can incorporate a wide range of features that enhance patient experiences at healthcare facilities like hospitals, both large and small. Digital signage solutions for hospitals are beneficial because they simplify wayfinding, provide educational content for patients, visitors and employees, and help the facility run more smoothly and pleasantly for everybody.





## Why Choose a Digital Signage Solution for Your Healthcare Facility?

The heart of any digital signage solution is dynamic technology, which means the hardware displays and software that power the digital signage needs to be flexible enough to keep up with evolving technology. Therefore, the most important factor decision-makers should consider when evaluating a digital signage solution is whether or not digital signage makes sense for their facility. Through careful evaluation, decision-makers can better prepare themselves to select the right kind of digital signage solution and choose the right digital signage partner.



**Ways to use digital signage in healthcare facilities are limited only by the imagination.** Digital signage is attractive, grabs people's attention, and it can be implemented as a dynamic system that provides targeted content in appropriate areas of your healthcare facility, and by using a touch-screen option, patients and visitors may interact with the on-screen content. This results in memorable and positive experiences at your facility for patients, visitors and staff, which means medical and support staff can reap the benefits of streamlined operations and communication..

**Digital signage helps medical professionals deliver quality care to patients by providing up-to-date, actionable information.** An example of this type of improvement in patient care can be seen in how digital signage could be implemented in an operating room. The barcode on a patient's wrist bracelet could be scanned and the information contained therein would be picked up by the delivery system of which the hospital's digital signage solution would be a part, and would then be displayed on screens in the operating room. Doctors, anesthesiologists and nurses who are in the operating room could use the system to verify not only the identity of the patient but also what surgery is required and which medical professionals need to be part of caring for the patient. Digital signage used in this way could streamline procedures by seamlessly moving patients from post-operative procedures all the way through to recovery rooms. Lab test results and pathology reports can be handled more effectively in this way, too.

**A digital signage solution for your healthcare facility will improve wayfinding by helping patients, visitors and new employees find their way around.** Navigational kiosks can be installed near elevators in parking garages, or near elevators that are inside the facility itself. These kiosks can also be installed in centralized locations, such as lobbies or near the beginnings of hallways to help people find their way to the particular areas of your hospital where they need to go. These kiosks could incorporate touch-screen technology and could be used for patient check-in as well as for wayfinding, thus reducing the necessity for staff to perform these duties.

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Digital signage also makes possible more positive use of patients' and visitors' wait time. Instead of being bored while they're waiting, patients and their loved ones who are accompanying them would receive current health-related information, education and tips on living a healthier lifestyle, and news related to what's happening at your facility. When people engage with content that's useful and relevant to their lives, they'll find that their perceived wait times will go by more quickly.

With digital signage, you can increase public awareness of what your particular healthcare facility can offer. This is done by targeting content to specific areas of the hospital. In the maternity ward, for example, your digital signage network could display educational content relevant to parents, such as caring for a newborn baby. In areas where patients go for various procedures, such as the imaging area of a hospital where x-ray, CT or MRI is performed, educational content can be displayed which informs patients what they can expect from the procedures. This information will offer comfort both to patients and to loved ones who may be with them.



Large Format Video Wall

Digital signage is also a marvelous means by which to thank donors who contribute money, time and resources to healthcare facilities. Interactive donor walls can be placed near the entrance points to healthcare facilities. These donor walls can be used to give donors special recognition and to acknowledge their contributions, making them feel all the more valued by your facility. The eye-catching aspect of digital signage would lend incentive to prospective donors. Since a digital signage solution allows you to create custom content, you could share specifics about the many ways in which donors and volunteers have contributed to your facility. Digital signage can also be used to call people's attention to upcoming events in which donors and volunteers may participate.

Content can be updated as needed in real time. Digital donor walls would replace the need for plaques intended to recognize donor contributions.

**Patients staying in the hospital can receive treatment-specific information or other inspirational and entertainment through a digital signage solution in the same way that CCTV systems currently function. Furthermore, the content can be tailored to match the wing of the hospital in which they're staying. For example, patients in the post-operative wing could receive information about how to care for surgical wounds following their discharge from the hospital, while patients in the cardiac wing could get tips on exercise and eating a heart-healthy diet.**

Internal communication among administrators, physicians, nurses and other hospital employees will be improved when everyone is kept up to date on changes. Digital signage can be installed at places where physicians and other medical staff congregate. Using digital signage, need-to-know information such as new treatments that have become available or changes in policy or emergency procedures can

be effectively communicated. With digital signage, this kind of content can be continually updated as needed and made available to personnel who need to take action. The streamlining that results from effective implementation of digital signage will lessen paperwork, improve staff coordination and improve organizational flow on all levels, thereby reducing likelihood of mistakes.

### **A digital signage solution facilitates emergency broadcasting and notifications.**

Emergency broadcast systems can be made part of a digital signage network. Such systems can be activated in the event of natural disasters, dangerous intruders or any other urgent circumstance of which individuals in the facility would need to be made aware and for which they would require instructions.

**Last but not least, an effective digital signage solution can grow along with your healthcare facility.** When considering the future of your facility, you need to plan for growth and expansion. With a digital signage solution that will give you the means of expansion and not limit your possibilities, you are choosing a means by which to keep your healthcare facility modernized and cutting-edge.



Digital Patient Room Identification



## Considerations for Implementing a Digital Signage Solution

In moving toward a digital signage solution for your healthcare facility, there are many performance points and communication needs to consider. These considerations are best explored before searching for the right partner to deliver your digital signage solution. The better you can articulate your hospital's needs and goals, the more smoothly your digital signage implementation will go.

**Costs:** To implement digital signage for your healthcare facility, both start-up costs and ongoing costs will be involved. In planning your budget, you'll need to find out which products and services will be provided for one-time (start-up) fees and which products and services will require ongoing monthly fees. You'll also want to find out whether financing can be an option for one-time fees.

**Survey:** A survey will be crucial to getting started with a digital signage solution for your hospital. Vendors vary, though, in the kinds of surveys they offer. Some offer telephone surveys, while others provide on-site surveys. Which type of survey is the best way to help decision-makers determine your facility's unique signage needs and to choose a vendor who will implement it most effectively? Factors in this decision may include the size of your facility, available funds and your facility's goals.

**Technical Considerations:** When it comes to implementing a digital signage network, technological choices abound, whether in the tremendous varieties of display technologies that are available or your choice of media players and software for those players and for content. Decision-makers at healthcare facilities must brainstorm the unique needs of their facilities in order to prepare themselves to explore various options with a vendor regarding available digital signage technology and the most effective placement and use of that technology.

**Long-Term Project Management:** Once your healthcare facility has put into place a digital signage solution, you'll need ongoing support, whether technical support or support that's related to design and creation of custom content. You'll need to consider whether you can get these services from one vendor or whether you'll need third parties to become involved, such as interior design specialists. Your digital signage solution must also grow along with your facility and with technological developments.

**Strategy For Content:** Decision-makers at your healthcare facility should have a strategy in mind for the content that is to be displayed via the digital signage network. What do you want to say? In which areas of the hospital do you want content displayed, and what goals should the content have in those areas? It's crucial to target content and make it relevant to its audience for maximum impact. Also consider how the content should look. Should you use content you already have in-house, or should content be created especially for a digital signage network? Also, would your healthcare facility be best served by dynamic digital signage, interactive touch-screen digital signage, or a combination of both?







Digital signage solutions can take many forms, depending on what a particular healthcare facility requires. Solutions may differ within the scope of one healthcare facility, such as in a large hospital with many areas and needs that can be addressed through digital signage. Here are suggestions to help decision-makers brainstorm ideas so as to explore with a vendor how to smoothly implement a digital signage solution that's right for your facility.

**Survey Solutions:** Ideally, a hospital should consider choosing a digital signage vendor who will perform an on-site survey so as to best address the particular needs of the facility. An on-site survey is more likely than a telephone survey to be comprehensive and thoroughgoing.

**Long-Term Vendor Solutions:** Healthcare facilities that want to implement digital signage should choose a vendor who will be there with them for the long haul, not just the initial installation phase. Your vendor should offer staying power in problem-solving both for now and the future. The same criteria should also apply to third-party participants, as needed. Since your facility will continue to grow and technology will continue to develop, it's important to evaluate a digital signage platform which allows for expansion and won't impose limitations on the needs of your facility.

**Content Strategy Solutions:** Your facility should have a strategy in place to provide targeted content to different areas so as to have maximum impact on audiences. Your content should be designed and optimized specifically for a digital signage network. It should be memorable and relevant to the areas in which it is to be displayed and to the people who are typically in those areas: patients and visitors, staff, or both. As appropriate, the content should contain calls to action which include contact information for your facility, such as website URLs, email addresses and telephone numbers. Your content strategy should include sufficient functionality to where it can be managed in-house and will be easy for employees to upload to the system, such as changing the menu for a hospital's cafeteria. Since content will regularly have to change, a flexible system is crucial.

**Cost Solutions:** Healthcare facilities would find it in their best interest to select a signage vendor that will work with their particular needs. Typically, one-time costs for implementing digital signage will include a survey of your facility's needs, installation equipment for hardware, and the hardware itself. Custom design of content is advisable, since you'll want it to match the overall look and theme of your healthcare facility's brand. Ongoing costs would typically include fees for software licensing, the cost of training employees in the ongoing use of a digital signage plan, and technical and other support as needed.

**Technical Solutions:** In implementing digital signage for maximum effect, a healthcare facility would do well to consider high-definition LCD monitors, media players, the possibility of CCTV for patients' rooms, and software for the media players and for the content. Static digital signage, where content repeats itself over and over, is becoming a thing of the past. More and more facilities are turning to dynamic digital signage, which can be programmed to say what you want it to say, where you want to say it. Real-time communication is delivered by means of content programmed into the system which has been targeted to specific areas and to specific groups of people for whom it will have the greatest impact. The means by which you deliver your content should ideally be linked in a direct way to your facility's main sources of information. That way, errors in delivery will be minimized and conveyance of real-time, relevant information can be facilitated. Again, however, it bears repeating that digital signage is highly technical, and decision-makers will want to explore options with a vendor.



## Case Study ❖ Methodist Women's Hospital & Medical Office Building

ASI designed a complete custom signage solution that complements the interior design, color scheme and materials used inside the building. After completing a site survey, ASI consulted with the Methodist staff to identify the functionality and performance needed for the new signage program. The combination of the wayfinding plan and sign placement at key decision points helps guide patients to where they need to go while helping to keep patients and visitors out of restricted or private areas.

ASI also provided a digital signage solution, which was carried over from the main Methodist campus. Digital displays were also incorporated into the architectural environment on each floor to communicate important rules and regulations for patients, visitors and staff. This clean, simple display solution allows for easy updates and will save hospital thousands of dollars over time. An interactive digital display is incorporated into the custom designed donor recognition wall in the lobby area. The "weave pattern" design of the donor wall is intended to mimic a basket or a woven rug. A horizontal rail system holds custom curved recognition panels in place, which helps create the illusion of a weave pattern. The complete display creates an interesting visual display that enhances the lobby area and draws visitors in for a closer look to recognize these important contributors.





## Business Benefits for Healthcare Facilities That Implement Digital Signage

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A digital signage network benefits patients and visitors to a healthcare facility, and it will also benefit the facility as a business. The watchwords here are visual impact, modernization and efficiency.

### Build Your Facility's Brand

Digital signage carries tremendous visual impact. Large displays and video walls draw people's attention, and the content displayed gets noticed. You can take advantage of the high visual impact given by digital signage to build your healthcare facility's brand. Along with the eye-catching, modern appearance of digital signage comes the flexibility of creating custom content that makes a positive impression on patients, visitors and everyone who interacts with your facility. Custom, targeted content is effective not only because of what it says but also because digital signage provides an attractive medium for the content. Digital signage builds the brand of a healthcare facility by making a positive impression on people who come in and interact with the facility, and people will remember their good impressions along with the facility's brand.

### Differentiate Your Facility's Brand

Healthcare facilities today want to differentiate their brands from those of other facilities. Within the concept of "brand" are the look and feel of the facility along with its message. Digital signage can be used to emphasize your healthcare facility's brand – both via its look and its content – and present your facility as unique among competing facilities. In today's world, a healthcare facility needs to communicate to its patients that it can offer them something unique, an experience which they can't get at other facilities. A digital signage solution can help serve as that differentiating factor in the minds of patients, loved ones and visitors.

### Save Money and Motivate Staff

When you streamline your procedures through digital signage, paperwork and accompanying levels of bureaucracy are significantly reduced, thereby saving your facility money. A digital signage solution will also help motivate the staff of a healthcare facility. Staff can sometimes become frustrated with bureaucratic duties related to paperwork that take time away from patient care. Digital signage that clearly and effectively communicates goals and demonstrates progress made toward those goals, leading to improvement of patient care, helps with staff morale by letting them in on crucial information they need, as they need to know it in real time. This will greatly assist decision-making and motivation, making staff – physicians, nurses and other employees – feel, and rightly so, like everybody's on the same team.

### Win Recommendations and Referrals

Through its educational content, improved wayfinding, and greater efficiency as a result of modernization, a digital signage solution for healthcare facilities can provide patients and visitors with a positive experience that they'll remember. As a result, they will be inclined to recommend your hospital to other people and to refer their families and friends, leading to more business for your healthcare facility.

### Recognize Donors and Motivate Prospective Donors

A donor wall that uses digital signage is an attractive and eye-catching way to recognize people who have contributed to your hospital. Since a digital signage network can be readily updated in real time, you can create content as necessary that gives details of how donors and volunteers have made positive impacts on your facility through their money and efforts. The excitement and aesthetic appeal of a digital donor wall would also serve to motivate prospective donors.

### Simplify Wayfinding

Digital signage makes wayfinding simpler and easier, not just for patients and visitors but also for employees of a healthcare facility. The visual impact of digital signage, especially when large displays and visual walls are used, lends aid to natural wayfinding. People will regard these displays not only as sources for information but also as landmarks which will help them better navigate the hospital. With touch-screen kiosks set up for patient and visitor wayfinding use, duties of staff are reduced and operations are thereby streamlined.

### Advertise Products and Services

With a digital signage network, a healthcare facility has the means and opportunity to advertise its products and services, such as a cafeteria or a hospital gift shop. Advertisements for these can be interspersed among the healthcare-related content. Digital signage also serves as a way for your facility to announce upcoming events to patients, visitors and employees. The visual impact of digital signage makes these advertisements more likely to grab people's attention.



So why choose a digital signage solution for your healthcare facility? The benefits are numerous. Patient care is improved, staff morale is raised, organizational flow goes smoothly, and your facility gets more business as a result of patients and visitors receiving positive impressions and having positive experiences. When you choose digital signage for your healthcare facility, you're saying "yes" to a means by which, through modern technology, everyone can care, communicate and find their way around with much greater benefit and efficiency.

If you would like to take the first step in exploring a digital signage solution for your hospital, please visit ASI's website at [asisignage.com](http://asisignage.com). To schedule a consultation about your healthcare facility's digital signage needs, you can also email us at [marketing@asisignage.com](mailto:marketing@asisignage.com) or give us a call at 1-800-274-7732. ASI has 45 years of experience in designing signage solutions for companies all over the world, including hospitals, and we're happy to assist you in developing the most effective and impactful digital signage network for your healthcare facility's individual needs.



If you're interested in exploring digital solutions for your company or organization, visit ASI's website at [www.asisignage.com](http://www.asisignage.com), email us at [marketing@asisignage.com](mailto:marketing@asisignage.com), or call us at 1-800-274-7732, to request a signage consultation. ASI has 45 years of experience designing

and installing wayfinding and identity solutions to companies and organizations around the world, including hospitals, educational institutions, and nonprofits, and can help you develop the best and most effective wayfinding system that will meet your needs.