

# 5 Key Application Examples of Digital Signage for Hospitals

Healthcare networks across America are taking advantage of digital signage. Systems are being used in lobbies, clinics, waiting areas, cafeterias and other common areas to advance numerous health system objectives.

Digital signage provides facilities with an engaging visual platform that enables organizations to communicate in real-time with up-to-the-minute information directed at employees, patients, visitors, and other stakeholders. When deployed in various areas of a hospital, digital signage helps improve patient satisfaction, increase efficiencies, and empower hospital staff.

Here are five popular ways digital signage is being used in the healthcare industry:

## 1. Improves Communication Among Healthcare Employees

The healthcare facility is a dynamic and unpredictable workplace even for those who are not directly providing patient care. Deploying digital screens in common areas, lounges, and work areas informs facility employees with time-sensitive information, room schedules, protocols, safety procedures, training opportunities, facility updates, and other types of information to make employees perform efficiently.

## 2. Enhances Hospital Operation and Safety

Most of the time health care facilities deal with immediate care and emergency situations. Fast and effective communication among physicians, nurses and hospital staff is very important. In the emergency room, for instance, digital signage outside patient rooms can display patient status information. Making information visible can provide updates to clinical staffs as they perform rounds. Operating room screens can display real-time updates of available rooms for surgery. Additional applications include:

- \* Patients in the emergency rooms can be provided with a four-digit code when they check in. This way, estimated wait times for a room assignment can be displayed.
- \* Emergency messages (such as weather alerts) can be quickly displayed to visitors and staff.
- \* Reminders regarding public health issues, i.e., flu season tips and precautions can be communicated throughout a healthcare complex.

## 3. Relieves Boredom in Waiting Areas - Opportunity to Educate Patients and Visitors

By placing digital signage displays in waiting areas, waiting can turn into an interesting and productive experience. The screen can display dynamic and useful content to make the wait times seem shorter and ease uncertainty of patients and those accompanying them. Content can include:

- \* Engaging news
- \* Health and wellness awareness, tips, and resources
- \* Healthcare facility updates
- \* Services that support your community
- \* Upcoming events, i.e., health fairs, fundraisers, etc.

#### 4. Serves as Platform for Marketing Outreach and Increasing Revenue

Healthcare institutions are also looking for ways to boost their profit margins and increase revenue. Digital signs in lobbies, hallways, and waiting areas can serve as a platform for promoting variety of hospital services--both free and fee based along with community outreach initiatives.

- \* Cafeteria and gift shop specials, pharmacy services, flu shot services can be conveniently displayed to visitors
- \* Digital signage can promote donors and their stories to create a wall of recognition that encourages more people to support projects and funding initiatives
- \* Promote awards and achievements that your healthcare system has earned
- \* Digital displays create additional opportunities to rent or sell advertising space for third parties to promote their products or services to a local market (museums, cultural arts centers)

#### 5. Helps People Find Their Way Around

When patients and visitors can't find their way around a large healthcare facility, confusion adds tremendously to their anxiety. One major use of digital signage is its ability to help people navigate around large healthcare complexes. For instance, digital signage helps outpatients find departments or clinics within larger hospital facilities faster and avoid being late for scheduled appointments; or visitors can visit their loved one's patient room without getting lost. This creates a more positive hospital experience.

### Summary Observations

Due to the dynamic and evolving nature of healthcare-related buildings, digital signage is a powerful communication tool for healthcare facilities and the audiences they serve. Information can be displayed in real-time to make it easy to communicate with patients, visitors, and employees. Digital signage also allows fast and easy modification of content to ensure that messages are relayed consistently and effectively. Leveraging digital screens is the key to keeping patients, visitors, and staff well-informed and engaged.

Whether it's a hospital, specialty clinic, or nursing home, digital signage serves multiple purposes in improving the the patient/visitor/staff experience and providing better customer-focused service.