



DIGITAL SIGNAGE SOLUTIONS
HEALTHCARE

TABLE OF CONTENTS

Healthcare Digital Signage Solutions	3
Why Do We Use Digital Signage?	4
Wayfinding	4
Display Product Information // Advertising // Entertainment	5
Healthcare Markets That Can Use Digital Signage	6
Hospitals // Emergency Rooms // Dental Offices	6
Vet Offices // Insurance Offices // Urgent Care	7
ROI	8
Enhance Hospital Experience // Improved Patient Experiences	8
Reduce Wait Times	8
Reduce Anxiety // Streamline Daily Operations	9
Improve Patient Safety	9
Solutions	10
Video Walls // Digital Donor Walls	10
Digital Building Directory // Break Room Signage	11
Digital Waiting Room Signage // Wayfinding Digital Signage	12
Advertising and DOOH // Digital Lobby Signage	13
Use Cases	14
Building Directory // Waiting Room // Patient Communication	14
Menu Board // Emergency Alerts // Staff Communication	15
Social Media	15
Content Apps	16
Queue Management // News // QR Code // Remote Reboot	16
Transit // Signage Creator // Box Office	17
Video Input // Timer // Text Ticker	17
Success Stories	18
Bear Hill	19
Encompass Health	20
Bluewater Promotions Inc.	21
Prairie Ridge	22
The Healthcare Digital Signage: The Right Investment	23

HEALTHCARE

DIGITAL SIGNAGE SOLUTIONS

Improved patient experiences are a top concern for **healthcare centers** across the globe.

Traditionally, hospitals used static signs and printed posters to communicate with patients and staff. In fact, hospitals waste \$12 billion/year from inefficient communication. With the rise of COVID-19, hospitals have reached capacity creating a chaotic atmosphere for nurses, doctors, and patients. Static signs aren't effective and in-house communication is becoming a harder task. In fact, **64%** of IT executives identify nurse to physician communications as a top area needing improvement.

Overall communication is weak. Now is the time that hospitals needed to modernize their hospital experience and deploy efficient tools to streamline the patient process. Digital signage is that tool. and uses of healthcare digital signage and recommends solutions to transform your practice.

In fact, 3 out of 4 patients and caregivers who viewed hospital messaging on digital signage screens in eight hospitals found the content enhanced the hospital experience and provided health information they could use, according to [Arbitron Inc.](#)

Today's patients are tech-savvy, and they expect personalized and real-time information from service providers. **83%** of patients spend a significant amount of time interacting with a hospital's digital content. Hospitals are not the only ones that prefer digital solutions. 64% of physicians believe that IoT can help reduce the burden on nurses and doctors.

Lastly, digital signage helps healthcare staff interact with patients like never before by providing clear information that improves health outcomes. Already, **50% of healthcare executives** expect the technology to disrupt the healthcare industry. Digital signage effectively communicates with every point of contact and can save helps with its efficient and fast communication. This guide explores the benefits and uses of healthcare digital signage and recommends solutions to transform your practice.

Why Do We Use Digital Signage?

Digital signage is an electronic system that delivers **images**, **videos**, **texts**, and other **content** via **LED**, **LCD**, or **projection** technologies.

When compared to static signage, digital signs are more outstanding and engaging. Primarily, marketers use this technology to grab attention since consumers live in an increasingly distracted world.

Digital signage has various uses across different markets, including:



Wayfinding

Maps and navigation mobile apps have revolutionized the way people move. However, these applications only bring people to your door. Once inside, visitors need equally-convenient solutions to find amenities, departments, and even specific people. **75%** of caregivers and patients who view hospital messaging on digital signage systems say that the content enhances the hospital experience and provides helpful health information.

Digital screens with interactive maps and intuitive user interfaces simplify navigation in any building. You can place wayfinding kiosks in strategic places like entrances, hallways, and near elevators to keep guests moving in the right direction. Further, incorporate directories into wayfinding digital displays to provide the specific information that a visitor wants.





Display Product Information

Retailers display product information on digital displays to enrich a customer's shopping experience. With static displays, you need to reprint posters every time catalog changes occur. In contrast, updating your product list only takes a few clicks with a digital signage system. As such, consumers expect relevant product information every time they visit your store.



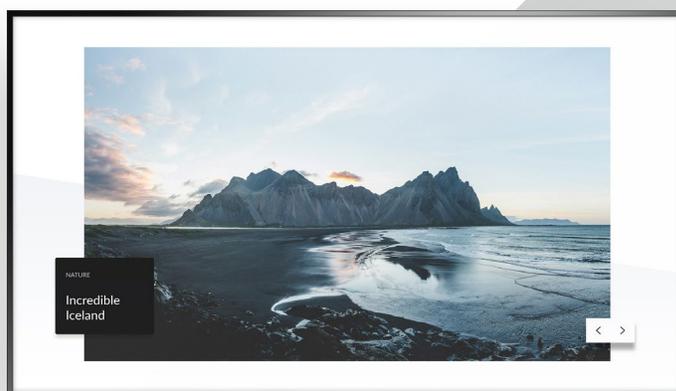
Advertising

Static billboards, flyers, and posters have had their run. Now, animated videos and images on crystal clear screens are the most effective ways to catch people's attention and reinforce branding. Digital signage has a remarkable recall rate of 83%, making it an excellent tool to introduce new products and call passersby to action. Typically, digital signs used for advertising range from impressive video walls, billboards, or networks of smaller screens situated in high-traffic areas.



Entertainment

Entertaining customers is the best way to occupy waiting customers. Digital displays in waiting areas can display cartoons, music videos, talk shows, and other content that interests your customers. What's more, you can tell visitors more about your brand through creative behind-the-scenes or meet-the-staff videos. Informative videos like additional ways to use your products also catch the attention of waiting guests and keep them engaged.



Healthcare Markets That Can Use Digital Signage

The **benefits** of **digital signage** serve a variety of **healthcare facilities**, including:



Hospitals

Hospitals receive many anxious patients every day, and they need effective communication mediums to ease visitors' worries. Wayfinding kiosks alleviate stress by directing patients or worried relatives to the correct location. In waiting areas, digital signage for hospitals calms impatient visitors via entertaining images and videos. Further, employee-facing screens show instant notifications to get staff where the hospital requires them.



Emergency Rooms

The emergency room in a large medical center can get chaotic, and staff need to complete tasks efficiently, quickly, and flawlessly. Fortunately, digital signage platforms allow instant updates to share crucial details with medical staff.



Dental Offices

Digital displays can transform the dentist's waiting room into a place where patients enjoy going. For example, a slideshow of dentists and assistants and their qualifications assures patients that they are in good hands. Additionally, wellness tips on vibrant screens emphasize oral health and show visitors that you care. Another idea is to broadcast social media feeds to enhance patient engagement and demonstrate social proof.

Appointments queue		9:52AM	
Now Serving	Upcoming	Serviced	
Bernard Cooper Room N° 2910 Check-in	Irma Steward Counter 01 5min ETA	Brandie Flores Room N° 2910 8:40AM Check-in	
Connie Fisher Room N° 2910 Check-in	Eduardo Simmons Check-in 9:40am 10min ETA	Eduardo Hawkins Room N° 2910 8:40AM Check-in	
Dwight Nguyen Room N° 2910 Check-in	Theresa Richards Counter 03 15min ETA	Albert Edwards Room N° 2910 8:40AM Check-in	
Brandie Miles Room N° 2910 Check-in	Darlene Williamson Counter 04 20min ETA	Kathryn Mccoy Room N° 2910 8:40AM Check-in	
Philip Edwards Room N° 2910 Check-in	Harold Pena Counter 05 25min ETA	Morris Wilson Room N° 2910 8:40AM Check-in	
Jorge Steward Room N° 2910 Check-in	Debra Webb Counter 06 30min ETA	Irma Cooper Room N° 2910 8:40AM Check-in	



Vet Offices

Digital signage for vet offices is an excellent tool to brand your business and inform clients. For instance, showcase services that your clients don't know you provide, like grooming and training to attract more business or advertise the discounts you have at the clinic. Go a step further and broadcast traffic and weather information via RSS feeds.



Insurance Offices

Digital signage is an excellent tool for healthcare insurers to promote their products and communicate efficiently with staff. Also, digital signs give your office a modern feel and make visitors eager to work with you. For internal communication, a network of screens in the break room or conference areas keeps employees informed.



Urgent Care

Urgent care facilities use digital signage to promote services like vaccines, STD testing, imaging tests, and sports physicals. You can show pricing information to inform walk-in patients and broadcast entertainment videos to reduce perceived wait times.

ROI

Digital signage enhances the flow of information in **healthcare** organizations, thanks to **benefits** like:



Enhance Hospital Experience

Lengthy check-ins and overcrowded information desks make healthcare facilities stressful. Digital signage can transform the hospital experience in your facility in various ways.

First, self-service kiosks facilitate the check-in process as wayfinding signs reduce crowds in hallways. Next, digital signs keep staff informed on protocols, meetings, and news as they go about their day. Finally, healthcare digital signage promotes your clinic's services to increase the bottom line.



Reduce Wait Times

The last thing an injured or sick person wants to do is wait. The clinical feel in most hospital waiting rooms also adds to a patient's anxiety. Fortunately, digital signage platforms reduce perceived wait times by entertaining waiting visitors. Additionally, display queue numbers and estimated wait times on digital screens to ease uncertainty.



Improved Patient Experiences

Self-service touchscreen kiosks and wayfinding digital signs help a patient move around your facility. Inpatient rooms, digital whiteboards show healthcare information that keeps a patient engaged with their care. Further, automatic updates to patient whiteboards promote better health outcomes as everyone on the care team accesses real-time information.

Finally, departmental signage educates and informs patients. For example, nutrition and heart health tips can engage customers waiting outside the cardiology department while the gynecology team encourages regular mammograms.

Checked in at: 10:20AM	Room						
Ralph Russell	TBA	Beth Jones	07	Max Cooper	05	Lee Warren	TBA
Checked in at: 10:20AM	Room						
Annette Edwards	04	Jane Edwards	TBA	Bessie Steward	03	Arlene Cooper	04
Checked in at: 10:20AM	Room						
Kristin Robertson	02	Kristin Robertson	TBA	Claire Richards	06	Victoria Nguyen	10



Reduce Anxiety

Hospitals are among the most distressing places to be. Luckily, upbeat messages on attention-grabbing screens reduce the uneasiness of waiting in hospital rooms. Additionally, digital wayfinding solutions reduce pressure on staff since they spend less time directing patients.



Streamline Daily Operations

Digital signage is a great technology to enhance a hospital's operations. For example, your screens can display upcoming shift schedules to eliminate confusion. Next, high-resolution screens in departments allow physicians to study medical charts with precision for quick diagnoses. As a result, patients don't wait too long to receive treatment plans. Also, display signs streamline internal communications, and hospital employees don't have to carry bulky folders around.



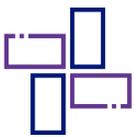
Improve Patient Safety

Since digital signage allows instant updates, you can broadcast real-time emergency alerts to keep patients and visitors safe. In case of a chemical spill, outbreak, or extreme weather, quickly deploy emergency notifications to every screen in the facility.



SOLUTIONS

Digital signage streamlines **employee communication** and engages patients with **relevant** and **timely information**. Some of the ways to use this **revolutionary technology** include:



Video Walls

The large-scale, vibrant visuals on video walls will transform your waiting areas into entertaining zones. You can experiment with various digital signage content, including wayfinding information, public announcements, and slow-soothing visuals to ease patients' anxiety.



Digital Donor Walls

Digital donor walls recognize donors uniquely and memorably. For instance, show donor names, photos, and videos highlighting the impact of donations on your facility. Also, make quick updates to the donor list to appreciate all donors without the need to print static posters.



STEEL PLAZA CORPORATE DIRECTORY			10:29 AM 1th August 21°
1ST FLOOR	2ND FLOOR	3RD FLOOR	
103 LINK STUDIO	103 RR DONNERLY	103 RESOURCES	
103 AWNICA INC	103 PIONEER NATURAL	103 LUCASFILM	
103 NYMGO	103 WESTAT	103 WESTLIBERTY	
103 PSO SOLUTIONS	103 LUCAS OL	103 TELIA	
103 K-SWISS	103 LUMENKRAFT	103 PERFECT BALANCE	
103 KRAFT FOCUS	103 DANAHER	103 DANAHER	
103 COLTS INC	103 NETZERO	103 DANA CORPORATION	



Digital Building Directory

A digital wayfinding solution is an efficient way to control crowds in your facility. Usually, people bother staff for directions or get lost trying to find their way. In addition to helping patients and visiting medical staff move around your facility, directories also communicate essential announcements and show targeted content based on the audience.



Break Room Signage

When used for internal communication, digital signage boosts morale and keeps staff informed on safety and best practices. For instance, highlight employee and departmental achievements, post corporate events, and display the latest medical news.



Digital Waiting Room Signage

Entertain waiting visitors with images, animations, slideshows, social media feeds, and news on colorful displays to enrich their experience. Visitors don't have to peruse old newspapers and magazines as digital signs keep them engaged.



Wayfinding Digital Signage

Place interactive kiosks in strategic locations like the reception, emergency room, and clinics to enhance navigation in your healthcare center. In this way, people don't have to wander looking for their doctors or loved ones.





Advertising and DOOH

Digital screens get 400% more views in comparison to static displays, making them incredibly effective for Digital-out-of-Home (DOOH) advertising. Leverage indoor and outdoor digital signs to promote your service, reinforce branding, and announce future expansions.



Digital Lobby Signage

The first impression matters significantly to patients as they trust the medical staff with their lives. Hence, it is crucial to present yourself as a modern, state-of-the-art facility. Video walls and interactive kiosks at the lobby impress visitors and reduce their anxiety.

Use Cases

One of the noteworthy benefits of **digital signage** is that you can customize solutions to suit your needs. Some **top use cases** in **healthcare** are:



Building Directory

Digital Building Directories let guests navigate your hospital smoothly. The experience of visiting a medical center can be burdensome, especially if a visitor can't find their way. A digital directory displays all departments and amenities in the facility with personalized directions to enhance the customer experience.



Waiting Room

Waiting doesn't have to be a dull and frustrating experience. Deploy a queue management system on waiting room screens to display live wait times, share wellness tips, and promote services and specialties.



Patient Communication

Patient engagement is a top concern for healthcare providers. By replacing the traditional bulletin board with a digital whiteboard, patients are engaged in all aspects of their care. What's more, digital screens placed across the hospital disseminate safety recommendations, emergency alerts, and educational content.





Menu Board

Digital Menu Boards are excellent tools to enhance menu visibility in the hospital cafeteria. Practically, you can highlight specials, new menu items, pricing, and nutritional information with a few clicks.



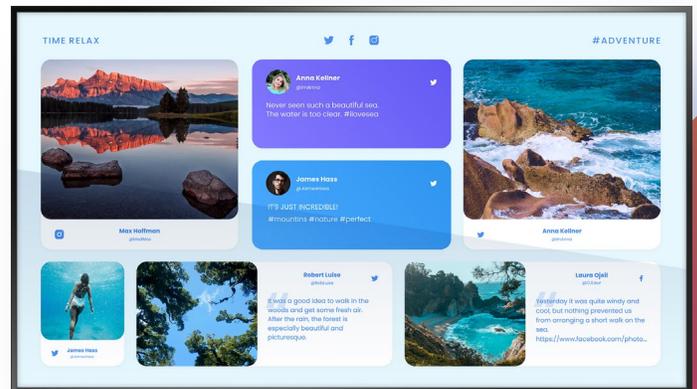
Emergency Alerts

You can sync the information on all digital signs in your facility via powerful digital signage software. In case of emergencies like security breaches or fire, all the screens will display emergency alerts and directions.



Staff Communication

Digital information boards enhance internal communication since you can post staff shifts, meeting announcements, security protocols, and hospital guidelines in real-time. Unlike paper posters that your staff often ignore, digital signs are eye-catching, keeping your team up-to-date.



Social Media

With **82% of the American population** on social media, hospitals should leverage social platforms to engage with patients. Thankfully, clinics can integrate social media platforms with digital signage and display fresh content. For instance, an medical center can promote healthy lifestyle tips to educate visitors and generate interest in its activities.



DIGITAL SIGNAGE

Content Apps

Creating content for **digital signage** can be overwhelming, as audiences quickly get bored by old content. Luckily, you can leverage **content apps** to feed your screens **fresh** and **entertaining content**. Some of these **solutions** include:



Queue Management

The queue management app shows real-time wait times and entertaining information that distracts waiting patients. Also, queue management integrations highlight online options that people can use to avoid queues and show the necessary information people need before their appointment.



QR Code

The QR code app prompts visitors to action, whether you want them to engage with your social media, complete a contact form, or explore the services on your website. Additionally, integrate the QR code app with digital wayfinding to let visitors access personalized directions.



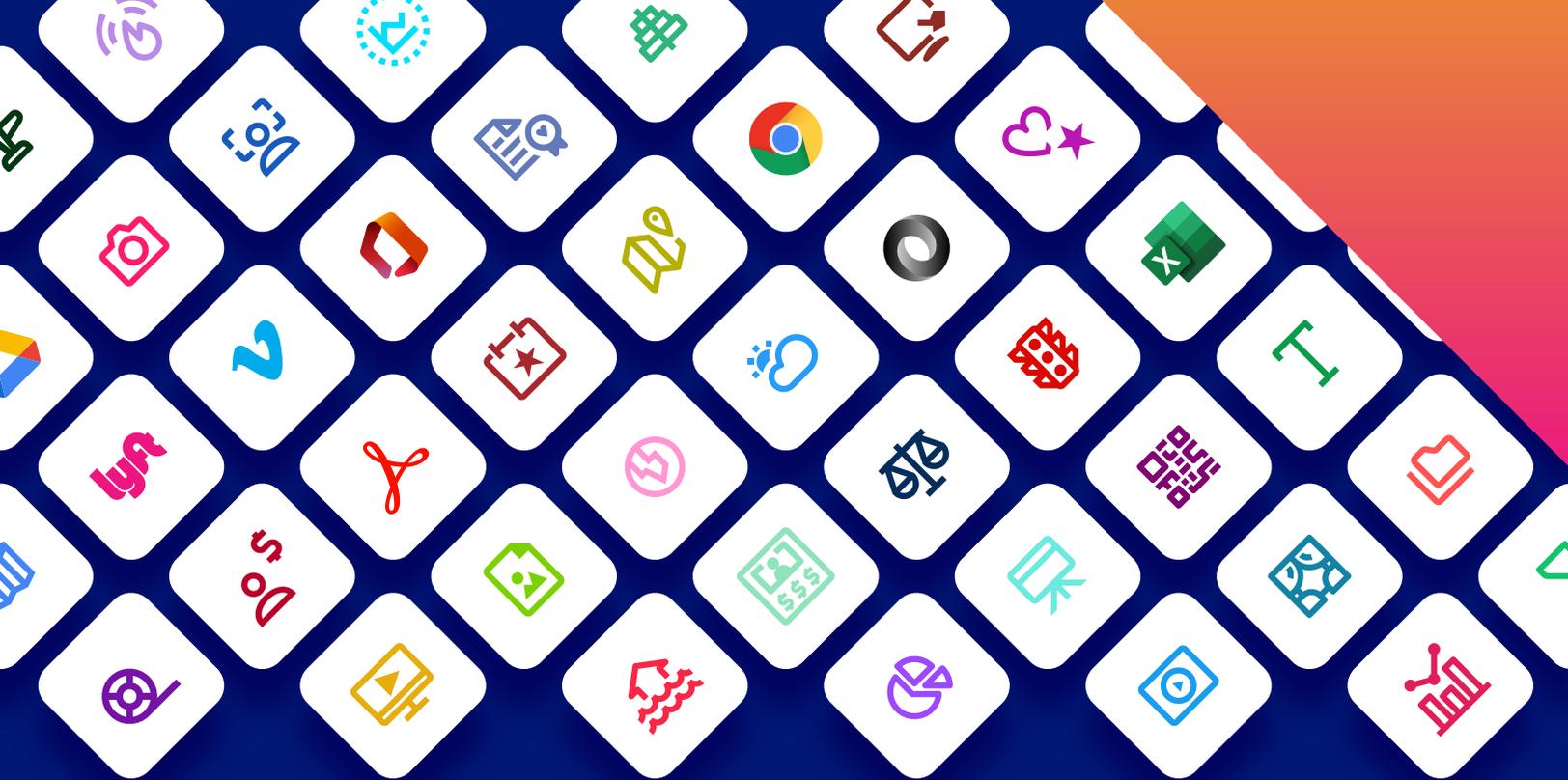
News

Currently, many people get their news on their screens. So, it is only fit that you keep them updated with news stories from selected outlets via the News app.



Remote Reboot

This app gives you more control over media players and other digital signage devices. You can reboot the devices from any place globally as long as you log into your account.



Transit

Visitors and patients leaving your hospital will appreciate live transport schedules via the Transit app. Choose a custom radius and allow automatic updates that help guests plan their transportation.



Video Input

[72% of consumers](#) prefer to discover a service or product via video, making videos a must-have for digital signage. So, leverage the video input app to capture the attention of your visitors with live videos, TV shows, and movies.



Signage Creator

Stunning templates make your digital content irresistible, so the Signage Creator app is a necessary tool for any healthcare center looking to impress visitors. With more than 1000* templates, this app offers limitless opportunities to customize your content.



Timer

The timer app is great for building anticipation as it counts down the time to an important event or deadline. For instance, you can integrate this application with break room screens to remind employees of weekly or monthly targets.



Box Office

This app elevates the patient experience through exciting movies, trailers, and TV shows.



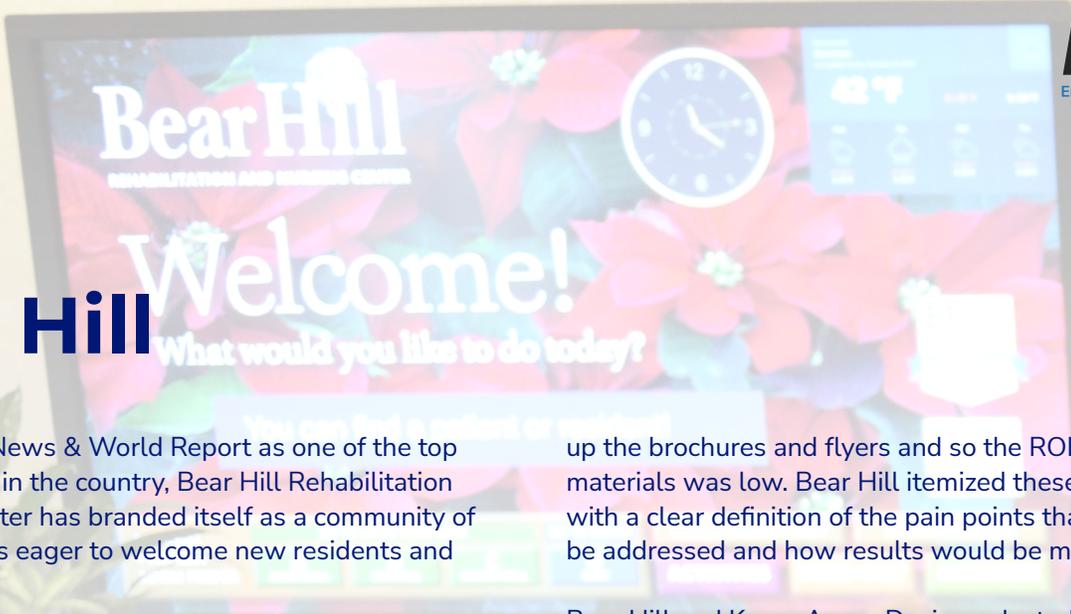
Text Ticker

The text ticker app lets you customize your information on a text box. Some ideas include general details about your healthcare facility, employee birthdays, and upcoming events.



SUCCESS STORIES FOR HEALTHCARE

Bear Hill



Ranked by U.S. News & World Report as one of the top nursing facilities in the country, Bear Hill Rehabilitation and Nursing Center has branded itself as a community of caring individuals eager to welcome new residents and their families.

The administrative staff at Bear Hill realized the need to refine the center's branding, bring modernity to the older building and centralize pertinent information. The facility did not have a traditional receptionist to guide guests through the facility or answer frequently asked questions. This tended to cause some confusion, especially for first-time visitors.

In addition to that, the marketing literature present in the lobby did not stand out and was often ignored. Without a receptionist, there was no one to nudge guests to pick

up the brochures and flyers and so the ROI of these materials was low. Bear Hill itemized these challenges with a clear definition of the pain points that needed to be addressed and how results would be measured.

Bear Hill and Karen Ancas Design selected Mvix digital signage software to power the interactive digital signage kiosk Bear Hill hired Karen Ancas Design to help rebrand the facility and redesign all marketing materials.

Bringing her previous experience with AV and her background in creative design, Karen led the implementation of an interactive digital signage display to bring some desperate modernity to the older building. The touch screen display would include an interactive map of the facility and provide pertinent information such as the available amenities.

These functions would allow the **interactive display** to replace the traditional marketing literature found in the lobby and **improve the first impressions** visitors had of the facility.

Other components implemented:

- ▶ A digital signage kiosk and touchscreen display
- ▶ Content integrations - event listings, weather, wayfinding, and photo slideshows
- ▶ Content management software
- ▶ Professional services - education & training, implementation assistance

Download the full case study [here.](#)

Encompass Health

[Encompass Health](#), one of the nation's largest providers of post-acute healthcare services, has implemented a digital signage network of 6 networked displays in Fredericksburg, Va. They offer both facility-based and home-based post-acute services in 36 states and Puerto Rico through their network of inpatient rehabilitation hospitals, home health agencies, and hospice agencies.

The HR department at Encompass Health Fredericksburg was desperate to improve the network of internal communications at their facility. The only communications they had with their team were emails, which were checked infrequently and often forgotten, or paper posts in the employee break rooms, which were easy to overlook and limited to static content only.

Because employees are often spread out across the various wings of the hospital, they required a system that could cover all employee stations with relevant information.

Working together with the Mvix team, Encompass Health of Fredricksburg implemented a network of 6 digital signs strategically located in the break rooms, nurses' stations, and the check-in/out locations.

As a result of the networked **digital signage screens**, the **HR team** saw an **increased awareness** of performance improvement campaigns and **greater engagement** in company initiatives.

Other components implemented:

- ▶ Content management software
- ▶ Content integrations - event listings, weather, performance metrics, and photo slideshows
- ▶ Professional services - education & training, implementation assistance



Download the full case study [here](#).

Bluewater Promotions Inc.

Founded in January 2019, Bluewater Promotions Inc. is a marketing and advertising program designed for businesses to reach customers in high-traffic and high-volume waiting rooms through digital advertising. They have promotional opportunities in the Bluewater Medical Clinic—the largest medical clinic in Sarnia-Lambton with over 30,000 patients. The Bluewater Medical Clinic sees approximately 4,500 people throughout the building per week, giving Bluewater Promotions Inc. a ripe opportunity to capture their attention through digital media.

Bluewater Promotions Inc. was looking to find a more streamlined process for managing their ad network and reducing wait times, in order to boost the patient experience. The informative content also needed a “creative boost”. While the visitors appreciated the content, Bluewater Promotions Inc. wanted a way to make their content stand out and appear more visually appealing while engaging their audience.

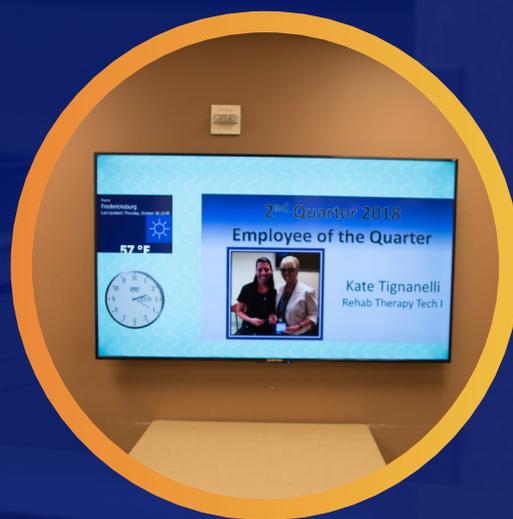
The Mvix digital signage platform provided streamlined content management for Bluewater Promotions Inc. With this, their staff can easily upload, update and manage content. This allows them flexibility in creating and updating advertisement information for their clients, making sure it is fresh and engaging to patients and guests.

The Mvix solution also offered a robust platform for Bluewater Promotions Inc. staff to manage the displays and upload content remotely. This helped with efficiency as they did not have to physically update the displays with USB sticks. Their screens could be updated with the

most up-to-date advertisements and information from anywhere.

Other components implemented:

- ▶ Content management software
- ▶ 15 Mvix digital signage players
- ▶ Content integrations - announcements, calendars, weather RSS feeds, scrolling text, video, web URLs, and more
- ▶ Professional services - education & training, implementation assistance



Download the full case study [here](#).

Prairie Ridge

Prairie Ridge Integrated Behavioral Healthcare is a private, not-for-profit corporation providing quality addiction treatment and prevention services to individuals and families throughout the Midwest. The agency started in 1969 as a grassroots effort to help those suffering from addiction and has evolved into a preferred provider of prevention and treatment services in the Midwest. Prairie Ridge selected Mvix to power the digital signage screens in their state-of-the-art Mason City, IA facility. Not only are they displaying information such as skills to achieve and maintain abstinence and improve social functioning boosts motivation among patients, but they are also helping current and new patients become familiar with the recovery process.

Other components implemented:

- ▶ Content management software
- ▶ 15 Mvix digital signage players
- ▶ Content integrations - announcements, calendars, weather RSS feeds, scrolling text, video, web URLs, and more
- ▶ Professional services - education & training, implementation assistance

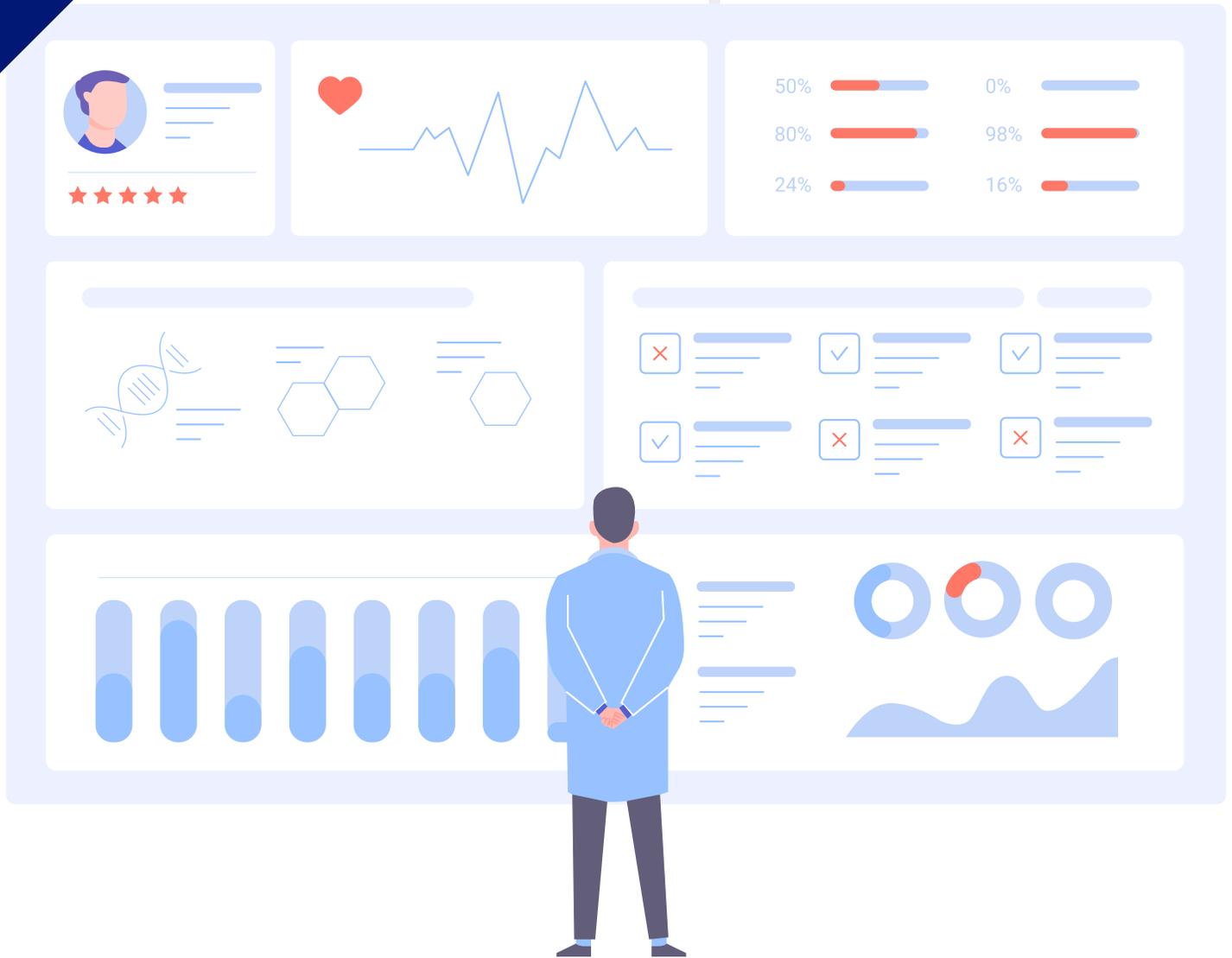
Prairie Ridge's digital signage network comprises screens in three different locations within the facility. Screens in the reception area display welcome messages

and showcase local community outreach efforts. In the staff lounge, the screens are being used for employee communication. Screens in the men's and women's residential areas have replaced the traditional bulletin boards. They are being used to educate patients, ensuring a continuing flow of helpful information.

“ We have seen a decrease in the amount of effort required to disseminate information,”
said Mark Harrington, the IT Coordinator at Prairie Ridge.

“ We've become more nimble and are able to display up-to-date information that's relevant to patients, staff, and visitors.”

Download the full case study [here](#).



Healthcare Digital Signage: The Right Investment

Consistent, **clear communication** is a top priority for hospitals. **Digital signage** is the **best solution** to streamline internal and external communication in your facility since it **grabs attention** quicker than any

other media. The benefits of **healthcare digital signage** include **reduced perceived wait times**, **improved patient education**, **enhanced navigation**, and more **impactful advertising**.

CONTACT INFORMATION

Address :

 23475 Rock Haven Way
Suite 125 Sterling, VA 20166 (USA)

Phone :

 +1 866 310 4923
+1 703 382 1739

Website :

 www.mvix.com

Email :

 info@mvix.com

Fax :

 +1 866 614 3880