

healthcare **BUILDING** IDEAS



Digital Signage Enhances Healthcare Facilities

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Vibrant, dynamic digital displays are becoming increasingly common in today's healthcare facilities. These systems provide many benefits, ranging from ease of maintenance to improving the overall patient experience. The displays themselves, as well as the associated software applications that support them, also are available in various formats so they can be easily tailored to suit the specific needs of a facility. They allow for use of graphic effects, such as animations, to grab the attention of visitors.

Features of good digital signage systems include ease of updating multiple displays from a single location by one user, increased consistency in the look and feel and information being displayed (increased quality of branding), adaptability and scalability, and the capability to combine multiple services (such as wayfinding, event notifications, and general information) into a single device. For example, displays can be zoned or grouped to send appropriate information to specific areas of the building.

Most software applications supporting digital signage have user-friendly interfaces that provide the user with the ability to easily maintain, manage, and update display systems and information. Digital signage systems are designed to be configured to send automated email alerts to appropriate staff for system problems. System scheduling can also include control of and powering on/off the display devices, conserving energy. Therefore, these systems can offer increased efficiency and a lower cost of ownership, leading to important cost savings and increased ROI.

Hospitals looking to improve the patient experience and increase the visibility of the hospital brand will appreciate the consistency of displayed information and the multiple exposure points of the brand. Digital displays can easily be integrated into many locations within the facility, including elevator cabs. With respect to digital wayfinding, a primary feature is simplified navigation through a healthcare facility.

Content shown on the displays can minimize perceived wait times and keep patients and visitors informed. Digital signage systems can also be designed to serve as interactive touch screens, which allow the display to double as a self-service kiosk for patient check-in, thus streamlining and speeding up the check-in process. Displays can also educate patients on symptoms of various conditions and allow visitors/parents to view progress of a procedure being performed on a loved one.

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