

Hospital Digital Signage

E-book



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Introduction

New innovations in technology have given healthcare organizations the ability to transform the hospital environment. Digital display technology provides a more modern and rich experience for patients, families, and care teams. Quality hospital signage is a crucial part of providing patients and their families with the information they need while visiting a healthcare facility—the flexibility of digital signage exponentially expands the signs' effectiveness.



Delivering the Message Digitally

In an era where modern technology drives progress in all industries, including the healthcare industry, Pro AV solutions can significantly elevate and modernize the hospital experience for those who visit and work there. Digital signage is much more eye-catching than stagnant printed signs, especially since you can display images, play video, and more to connect with people. With interactive medical kiosks, for example, empowers people to participate in their own medical care processes or seek the information they need while visiting your facility. Keeping patients and their family members informed can help improve facility satisfaction scores and make their stay that much more enjoyable.

Additionally, digital signage displays can help improve communication among your staff for better efficiency within your healthcare facility. Plus, you can choose from a significant range of screen sizes, orientation, placement, and more to right-size your signage. Digital signage and display technologies are the keys to creating a hospital experience that is truly second to none. The state-of-the-art technology is also guaranteed to deliver exactly the right content at exactly the right time seamlessly and easily.

Benefits of Utilizing Digital Signage at Hospitals

- ▶ Guide Patients and Visitors to Destinations
- ▶ Reduce Patient Stress
- ▶ Save Staff Time
- ▶ Personalize Patient Care
- ▶ Provide Real Time Information
- ▶ Share Up-to-Date Information With Staff
- ▶ Guide Visiting Medical Staff
- ▶ Label Quarantine and Other Restricted Areas
- ▶ Provide Waiting Room/Lobby Entertainment and Information



Specific Applications for Signage

There are several ways hospitals are using Pro AV technology, including providing interactive experiences, enhanced wayfinding throughout hospital facilities, real-time information absorption, modern digital art, robot guides, and more. This technology also drives hospital revenue and elevates the experience for hospital visitors, staff, and patients. View specific applications below.

Digital Wayfinding Signage

Wayfinding signage is a specific type of digital guidance for patients, their families, vendors, and other visitors to your facilities, including but not limited to visiting medical staff. This signage helps people to effectively navigate through healthcare facilities by providing directories, maps, and more.

Video Wall Solutions

Video wall solutions consist of multiple screens (at least two, often more) that are joined together to form a wall of video screens. This gives your facility the opportunity to project one large, combined image or several of them simultaneously.

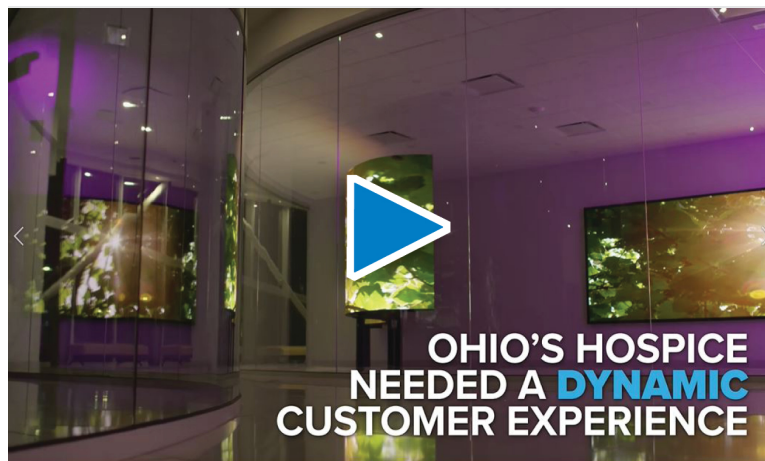


Medical Kiosks

Medical kiosks are another type of in-demand digital technology that, when strategically leveraged, can give your facilities a true competitive advantage. Most have interactive touchscreens, allowing you to engage with patients at key points along the healthcare journey. Some kiosks are designed to serve as patient check-in/registration locations; some allow patients to easily fill out online medical forms; and still, others can perform baseline diagnostic tests. Medical kiosks allow patients to manage more of their own healthcare needs, empowering them while freeing up your staff to spend their time on more crucial patient care tasks.

Digital Signage Solutions for Internal Communications

Most of this guide has focused on how digital signage can help facilities like yours to streamline and enhance communication with patients and other visitors. You can also leverage the same technology to create digital bulletin boards for employees, delivering targeted messaging; providing training materials; and organizing schedule rotations, client intake information, and other internal needs. You can provide real-time updates in emergency rooms and other urgent care locations where tasks must be flawlessly performed. Security alerts can quickly be shared to maximize staff safety and changes in patient queuing when a new emergency occurs can be seamlessly communicated along with whatever information is needed for optimal operations.



[**Click to watch the Case Study at Ohio's Hospice!**](#)

The expert Pro AV team at MDM Healthcare can have a variety of advanced capabilities using digital signage for artistic deployments inside hospitals.

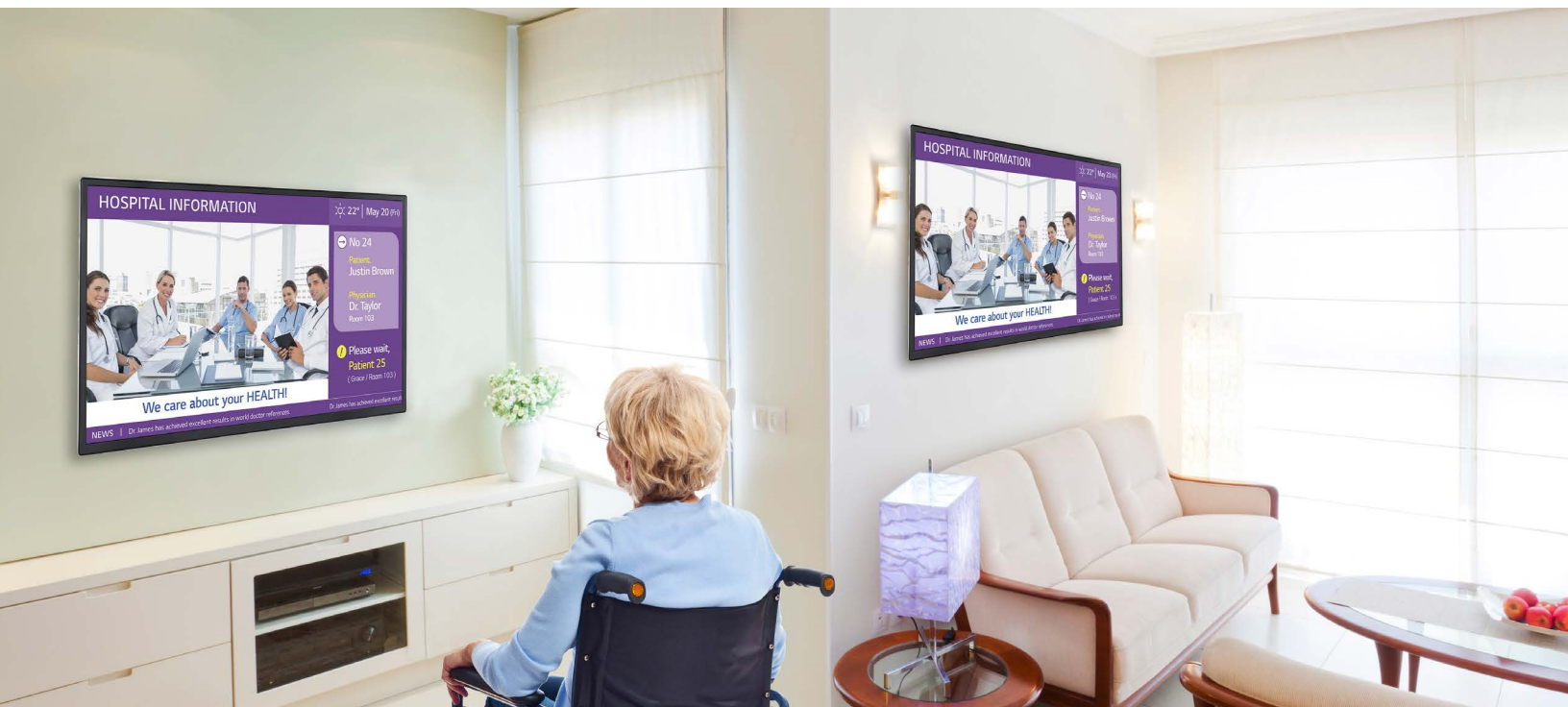
“We can do curved screens, concave and convex. We can do angled screens to wrap around walls, and it has allowed us to leverage an artistic utility and provide a stunning element. We have had some clients that have gone as far as to do that type of project as a centerpiece and utilizing such techniques as biophilic content for these projects.”

- Chase Natoli, Executive Vice President of Technical Sales.

Creating Engaging Spaces

You can utilize our Pro AV digital displays throughout your facility. Enhance a variety of areas both inside and outside your hospital with our products such as curved indoor DVLED displays, UHD Multi-Touch digital displays, and outdoor DVLED displays. Examples of these include:

- ▶ Digital donor walls
- ▶ Informational and entertainment screens for patients in waiting rooms
- ▶ Communication in reception areas
- ▶ Check in areas with medical kiosks
- ▶ Stream live video for real-time interactions
- ▶ Share vital real-time information such as health and safety alerts
- ▶ Broadcast informational and educational videos in specific treatment wings
- ▶ Digital artwork
- ▶ Digital menus in hospital eateries
- ▶ Easily circulate bulletins and other messages
- ▶ Promote specials in facility shops
- ▶ Engage staff during meetings
- ▶ Optimize staff onboarding training areas



Frequently Asked Questions

What is digital signage? Digital signage is a type of display that can deliver all kinds of content, including advertising and marketing messages, educational information and much more. You've probably encountered it everywhere, from retail stores, airports, and restaurants to hotels and hospitals. Digital signage uses hardware technology, such as LED and LCD, and software that enables a facility to create, manage and distribute the content.

What is digital wayfinding? Signage that helps visitors, patients, and staff find their way through your facility has always been an important part of hospital operations, but today's digital wayfinding solutions make it easier, more effective, and more efficient. You can use digital wayfinding to guide people with directories and maps, personalize visitor welcome messages, train staff, educate patients, and more.

Beyond just helping people find their way, digital wayfinding offers these additional benefits to your facility:

When visitors get the directions they need on their own, your staff is less likely to be needed to provide directions. Digital wayfinding displays give you an opportunity to emphasize your brand with logos, graphics, and more. Wayfinding displays can be used like other types of digital signage to share important bullets or emergency messages. MDM Commercial's digital wayfinding signage system includes everything you need to quickly set up and use it. Wayfinding options include a commercial-grade HD kiosk, a media player that supplies video and graphics to the display screen, and complete installation and setup services. You'll also enjoy ongoing technical support to make sure you gain all of the benefits of our digital wayfinding solution.

What are MDM Healthcare's digital signage solutions? We have several easy-to-use and cost-effective digital signage solutions for all types of healthcare facilities. Our display selection includes standard options from 22 to 65 inches, video wall displays, LG SuperSign™ displays, and more. Our digital signage system includes a user-friendly, web-based content management platform that makes it easy to manage the content on your displays from anywhere, at any time with your smartphone, tablet, laptop, or desktop. MDM Healthcare's digital signage solution includes expert ongoing technical support and account management from our professional staff.

What digital signage software solutions do you have? Digital signage software from MDM Healthcare helps hospitals, senior living facilities, and other types of healthcare facilities easily create and manage their digital signage content. In addition to a content management system that can be managed from any mobile device or desktop/laptop computer, our digital signage software solutions can be used for all types of digital signage applications, including:

- ▶ Providing interactive patient education content through your facility's in-room TV system.
- ▶ Delivering important messages quickly and easily.
- ▶ Generating new revenue with targeted marketing and advertising.
- ▶ Helping visitors navigate your facility more easily.

What is digital signage content? Content is simply what you choose to display on or via your digital signage system, such as text, animations, video, images, logos, and audio. In healthcare settings, digital content is often used for conveying messages, displaying marketing services, helping people find their way through a facility, entertaining visitors, educating patients, and more. We have everything you need for digital signage, including content. Contact us to learn more about our full range of content services.

- ▶ IPTV and RF Infrastructure
- ▶ Consultation and Design Services
- ▶ Installation and Integration
- ▶ Wired and Wireless Networks
- ▶ IPTV Content Distribution
- ▶ Digital Signage Infrastructure
- ▶ Wi-Fi for Staff, Events, Guests, and Content Streaming
- ▶ RF Signal Distribution
- ▶ Satellite TV Signal Distribution
- ▶ Fiber Optic and Coaxial Cabling

With a complete range of state-of-the-art displays, your hospital, senior living center, or other type of medical facility is sure to find the right solution with MDM Commercial. Our cost-effective display choices include these premium LG products:

- ▶ Full HD monitors
- ▶ Interactive displays, including touch and transparent TVs
- ▶ OLED displays
- ▶ Outdoor displays
- ▶ SuperSign™ TVs
- ▶ Ultra HD Monitors
- ▶ Ultra Stretch TVs
- ▶ Medical signage kiosks, including LG Outdoor TVs and LG Outdoor Commercial Signage
- ▶ Video walls

Our Direct View LED displays offer:

- ▶ Exceptional image quality and legibility
- ▶ Brilliant video and text reproduction for health updates, wayfinding information, and safety protocols
- ▶ Dynamic, flexible content management for adapting messaging as frequently as needed
- ▶ Networked content to change/update all location displays at one time
- ▶ Remote content to change/update all displays regionally at one time
- ▶ Very efficient, cost-effective, and green, with no consumable materials or trash as with printed signage

Conclusion

The Pro AV team at MDM Healthcare also provides essential additional signage solutions throughout each stage of the project from consultation and project planning to installation, integration, and training. We offer options to suit the various needs of healthcare facilities, including standard signage displays of 22 to 65 inches, LG SuperSign™ displays with built-in TV tuners and programs, and video wall displays. We are also proud to offer the most cutting-edge technology in our product offerings, with options that include OLED displays, overlay touch and multi-touch technology, and ultra HD screens. Plus, we offer a user-friendly, web-based platform for managing the content on your digital displays. Your MDM Healthcare representative will be happy to help you design a digital signage system to guide patients, visitors, and caregivers to any location within your facility.

From your initial inquiry to your system installation, our focus is to design and support a system that will best meet your needs. Please contact us for a free consultation on any of the healthcare digital signage solutions we carry.

