

5 Benefits to Digital Signage Communication in Hospitals

by Kara Tarantino

Patients waiting in hospital lobbies, employees dining in break rooms, physicians talking to colleagues in lounges are audiences just “waiting” for information they need to know and want to know. Digital signage monitors strategically located throughout hospitals, delivering engaging messaging to these audiences can go way beyond just communicating. The right digital signage platform with the right content has the power to change behavior. Here are just five of the many benefits of healthcare digital signage:

1. Elevate patient satisfaction levels

Improved communications between patients and caregivers are a key component to elevating patient satisfaction or HCAHPS scores. After leaving the hospital, patients are sent a post-discharge survey with questions that are part of the Health and Human Services initiative to measure the quality of care in hospitals. These results are then used to compare care issues that are of concern to all healthcare consumers. Questions pertain to the quality of care received from doctors and nurses, how well pain was controlled, cleanliness of the hospital environment, and more. Engaging healthcare digital signage that educates patients as well as supports clinicians in delivering quality care can go a long way towards raising these scores. The key is keeping the content relevant to where patients and staff are viewing the information, deliver it in easy-to-understand ways, and clearly show how and where to respond. Hospitals with digital signage communications impacting behavior change could see measurable results.

2. Empower employees

Employees who are recognized in a public forum with visually captivating digital signage messages feel valued and connected. It is this engagement and validation that empowers them to do a better job and provide better patient care. Clinical staff who are provided with reminders about adherence to process via digital signage messaging in break rooms or nursing units know that leadership is supporting their efforts. These reminders also help to ensure safety and quality of care during times of stress, shift changes, or staff shortages. ([Download](#) how Vericom’s ChannelCare digital signage impacts nursing staff.)

3. Engage physicians on their turf

Physicians are an important and often difficult audience to engage. Digital signage monitors in physician lounges communicate directly with physicians in their language, providing information they are seeking. Welcoming new physicians and recognizing accomplishments by others is a powerful way to engage their attention. Events, continuing education, and other important updates can be delivered to physicians where they talk to colleagues and take breaks.

4. Limit use of the Emergency Department (ED)

Digital signage can contribute to reducing ED visits by enabling viewers to register for hospital-sponsored screenings, make doctor’s appointments, attend health, prevention, and wellness events and classes. Armed with information, people are less likely to depend on the ED when they are taking preventive measures and feel empowered to make proactive decisions concerning their health. Additionally, digital signage monitors within the ED can provide important information regarding follow up care to help avoid repeated visits.

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5. Increase medication compliance

What people don't know can hurt them. Digital signage affords a great opportunity to let people know the importance of providing their caregivers with a list of medications they are currently taking. It can help people understand what those medications are and how they can possibly interact with other medications. The right messaging can stress how people can avoid being readmitted back into the hospital if they follow their doctor's orders as prescribed and take all of their medication as instructed. Knowledge is power, and digital signage can fill those communication voids and empower patients to ask questions when they don't understand or things are not clear.

A long-term digital signage endeavor is not for the faint of heart. Getting the right relevant content to the right audiences at the right time is key. Delivering actionable, engaging and fresh content takes work. This is why it is so important to partner with a vendor who knows healthcare and who provides a readily-available content library so vital to your digital signage success.