

# Healthcare

Improve operational efficiency while improving patient care.



## Effective Patient Care

Healthcare is changing at a rapid pace. The ability to effectively communicate with your employees, patients and visitors is crucial to running your facility.

Digital signage is an opportunity to visually communicate utilizing content that is interactive, engaging and educational. This is accomplished using a variety of visual communication mediums such as Video Walls to recognize donors, interactive kiosks to provide Wayfinding services, self-service kiosks to expedite check in, information screens in high traffic areas to communicate new services, as well as zoned cable television displays in waiting areas to reduce perceived wait times.

## Benefits

Create an immersive digital experience, so each individual has a personal interaction with your brand.

### Visitor and Patient Communication

- Interactive Wayfinding and Directory displays increase faculty satisfaction
- Cafeteria and menu boards can display accurate nutrition information
- Information displays in high traffic areas increase awareness of services

### Increased Safety

- Quick Broadcast – Send emergency notifications to alert visitors, patients and staff in emergency situations

### Internal Communication

- Staff recognition displays increase employee morale
- Informational displays keep staff aware of current policies and procedures

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## Product Spotlight

Video walls are a great way to instantly capture attention, build awareness and give your healthcare facility that modern look and feel. Our video wall screens, like all of our screens, are commercial grade with ultra narrow bezels to minimize the gap between each screen. Our purpose-built video wall players are specifically designed to power video walls with Ultra High Definition 4K resolution.

You can:

- Acknowledge donors and contributors
- Promote new healthcare programs for the community
- Engage visitors and patients with entertaining displays

## Stat

The average wait for a Canadian patient in the ER is longer than four hours, according to a Canadian Institute for Health Information report.

Source: The Spec

## Industry Focus Spotlight

### Technology and Healthcare

Reduce the perceived wait of visitors and patients with engaging digital displays. Displaying health statistics, the latest wellness information or even showing RSS feeds will help the time pass quickly.