



# DIGITAL SIGNAGE FOR HEALTHCARE APPLICATIONS

Prescription for Success: New Technology Options  
and Tools for both Patients and Staff.

Presented by:



a partner of



Digital Signage  
magazine



# Introduction

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The delivery of healthcare is changing: new digital display and digital signage tools are replacing low-technology customer service and staff tools for healthcare facilities with networked, robust information systems. What follows will highlight key best practices and help you choose digital signage solutions for healthcare applications. These applications include digital signage in public spaces, in-room TVs for patients and visitors, digital monitors at nurses' stations, and wayfinding solutions.

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## Technology Best Practices for Healthcare Facilities

Digital displays and digital signage are powerful, cost-effective tools for communicating with everyone in a healthcare facility—from patients and their families to the medical staff at clinics and hospitals. Digital signage provides immediate return on investment for those following these best practices:

- **Medical and health educational content for patients and their families.** Digital signage excels at providing dynamic digital content in public places in healthcare facilities such as lobbies and waiting rooms

can be custom-tailored to the location, time of year, and even time of day.

Be sure to choose a digital signage provider with the latest high-resolution screens that are compatible with all digital signage content management software. These screens will enable you to plan content with healthy lifestyle messaging (such as dietary and exercise tips), entertainment to reduce perceived wait times, and more. Look for a digital signage content provider that offers



A digital display solution from LG for the lobby of a doctor's office that provides high-resolution, high-contrast content that is easy to read.



St. Joseph Hospital, in Orange County, CA, is a 3,800-employee healthcare provider. It has become the largest and one of the highest volume hospitals in the region. While nurses in the surgical facility had access to data on their desktop workstations, relevant information was not quickly and easily visible for other staff in the area. The hospital's goal was to provide doctors, nurses, and orderlies with better visual access to the operative status of each patient in its facility without having to find a terminal and log in. Officials decided that fourteen 60-inch LCD panels would provide good visual access to the information. The design called for eleven LCD panels in the surgery facility (OR), one panel in pre-operative (MPOH), and two panels in the post-operative (PACU) care unit. (Photo courtesy of Omnivex.)

subscription-based feeds for medical networks, news and weather reports, and lifestyle messaging. Lobbies and waiting rooms in doctors' offices, clinics, and hospitals are ideal for Digital Place-based Networks (DPN). These locations good not only for digital signage showing content, but networks that can generate ad sales revenue for your facility.

- **In-room patient TVs with entertaining shows, movies, games,**

**and the Web.** The top digital signage providers also offer a full line of TVs for in-room patients at hospitals and clinics. By combining your purchasing power for both digital displays for your public spaces and TVs for patient rooms, you can make the most efficient use of resources and assure that you are making full use of the best technology available.

- **Monitors in nurses' stations and key staff locations.** Digital monitors





and digital signage can provide your nursing staff with the best tools for managing patients and staff. And by placing large digital screens at other staff locations in your facility you can ensure that your staff will know where patients are as they go, for example, through pre-surgery, surgery, and post-surgery recovery. Work with a digital signage content management provider that has robust scheduling software that can integrate with your IT and patient appointment and procedure scheduling systems. This way you allow your staff to spend more time with patients and less time tracking patient information from across the facility.

- **Other creative messaging and content for healthcare facilities.**

Recognize and show your appreciation for donors and key stakeholders on the digital screens in the lobbies of hospitals and medical teaching facilities. And make your staff the “stars” of your organization by showing doctor and clinic staff profiles and introductions on digital displays.

- **Facility navigation, or wayfinding.**

Digital signage screens with real-time mapping functions, typically placed in entrance areas, hallways, and lobbies, guide patients and visitors to their destinations within your facility. Look for a digital signage solution that includes interactive touch screens.



# LG Digital Signage Solutions for Healthcare

LG is an established leader in the healthcare industry. LG's dedicated healthcare division serves the needs of hospitals and long-term care facilities by delivering premium display solutions with the latest features and technologies. Whether for in-room entertainment or for the many digital signage needs described above, each solution is developed with the objective of making technology easier for healthcare professionals and patients alike.

LG began with a complete line of [Large Format Displays](#) and [Commercial TVs](#), touch screens, and stretch screens. The company has expanded its range of public display solutions to include diverse options such as hospital directories, information kiosk displays, and menu boards so that patients and guests can easily access wayfinding services and educational information at the touch of a button.



For the patient room environment, LG's line of UL Grade healthcare LCD TVs feature advanced technologies with sleek designs to fit within your vision of establishing exceptional patient service. For the added convenience of your patients and staff, LG's hospital televisions are compatible with all nurse call systems and pillow speaker products currently available.

While your patients watch TV in the waiting area, deliver important health-related information such as health tips or wait times. Show patients that you care while you engage them. LG's SuperSign TV is the successor of the multi-award-winning EzSign TV that delivered an easy-to-use and cost-effective digital signage solution to thousands and thousands of businesses.

For full descriptions of all of LG's digital signage offerings for healthcare environments, [click here](#).