



emoción

digital media in
healthcare

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Introduction

Digital Signage technology – introduction

Digital media devices in hospital waiting rooms and reception areas, in medical clinics and doctors' offices, could be used not only as an innovative medium for sharing useful and necessary information and advertising, but also as a new resource for generating additional revenue.

Just imagine, when entering the clinic to visit your dentist for a regular review, you're facing unexpected change in the reception area. Instead of the standard piles of old magazines and brochures, your doctor has equipped his reception with a digital media display and is broadcasting a series of interesting and helpful videos related to dentistry.

The videos are dedicated to various dental diseases and how to treat them, useful techniques for proper brushing and advice on oral hygiene. This is hardly a matter of distant future to happen in our country as well.

In those countries where the technology is already widespread, the digital media system is considered as one of the most effective communication tools. Compared to the static posters, brochures, signs and other printed materials, media displays have the advantage to present an attractive and colorful multimedia content - dynamically changing videos, animated messages, photos, streaming text and others.

Audience-appropriately and professionally designed multimedia content is of a key importance for the effective implementation of digital media system. Media content information has to be relevant to the patients who attend that particular healthcare facility department at that particular time.

Digital media devices could be used not only as an innovative tool for sharing information and advertising, but also as a new resource for generating additional revenue.



Videos



Text messages



Temperature



Weather forecast



Date



Time

Applications and benefits

A clear strategy is required from the very beginning

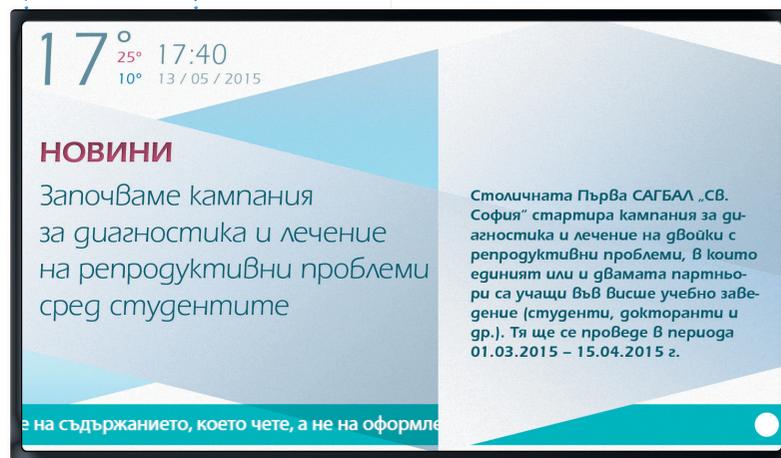
We all know how slowly and painfully run time, while we are sitting in front of the doctor's office or in emergency department of the hospital. Digital media devices, installed at appropriate locations, such as hospital reception desks, foyers or waiting rooms, will improve the overall quality of services, customers' positive health care experience and also will contribute for strengthening the good image of the hospital in terms of heavy daily competition.

Digital media system provides each medical specialist an opportunity to present his proficiency, qualifications and professional background, to offer additional health services or procedures to his patients. Clinics and hospitals can take the advantages of digital media tools to inform the visitors about the professional achievements of their physicians' teams to attract the attention of more patients and to generate revenue.

No matter what changes will occur with the healthcare system and whether the healthcare services would improve considerably in the future, there will still be patients and visitors in hospital waiting rooms.

Appropriately designed multimedia content will create much more pleasant atmosphere for patients, making their time of nervous waiting, go by more quickly.

Digital media devices, installed at suitable locations, will improve the overall quality of services and can reinforce a hospital's brand.



Slots presenting different topics:

1. Internal information slot – presenting forthcoming events, medical reviews, information related to diagnostic and therapeutic activities
2. Public information slot – presenting general information, related to different areas of medicine
3. RSS feeds of current news
4. Advertising slot

Digital media contribution

1

Reinforcing hospital's good image and distinguishing the brand from the competition.

2

Timely informing the patients regarding basic and supplementary medical services.

3

Patients have an opportunity to receive information that is useful for their treatment, as well as preventive health tips.

4

Effective advertising of appropriate pharmaceuticals at the right time and to the right patient target groups.

Although it seems much easier to install a TV set to broadcast news and music videos in the reception room, this would be a waste of great opportunities for presenting of really useful information.

Recent reports of consumer surveys proved that patients, while waiting in hospital reception rooms and doctors' offices are able to perceive easier much more additional information.

Medical facility can sell space on its digital signage to pharmaceutical companies and suppliers of various products related to health care, allowing them to promote drugs that are related to the conditions they treat. This could be a good opportunity for the hospital to gain some additional funds.

Hospital complexes and clinics

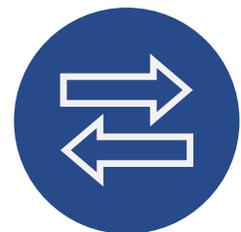
Wayfinding system

Today, in almost every city, there are small or large hospital complexes, built on an area of dozens of acres. These complexes include various specialized clinics and laboratories, often situated in separate remote buildings. The navigation on the territory of such complexes is certainly a challenge for the staff and for the most of the patients and visitors who are thinking about their health problems. This challenge provides the medical facility an opportunity to benefit of one of the most logical and practical applications of digital media - navigation and wayfinding. From the very moment, they enter the territory of such hospital complexes, patients and visitors expect to receive quick and clear navigation information. Wayfinding system could be useful both to welcome the visitors and for easy navigation in hospital complex. Confused and often even stressed patients, suffering from particular disorder, would appreciate every assistance and care in this situation. Deploying touchscreens and kiosks at appropriate places allows hospital employees to concentrate on their tasks, instead of on escorting patients and visitors and increase the level of patient satisfaction.

Digital wayfinding is very useful in cases of emergency when immediate evacuation and rapid move towards the closest exits are critical. In these particular cases, digital media displays can be used to broadcast alerts and directions for the hospital staff and patients in the complex to avoid panic.



Digital wayfinding is very useful in cases of emergency



Broadcasted alerts can direct the hospital staff and patients to avoid panic

Deployment of Digital media system in hospital

To consider the appropriate structure and design of media content is the first and the most important step when the decision for digital media implementation in medical facility, is already taken. The system should be able to present properly the user objectives, to be attractive, informative and audience-appropriate, and surely compatible to the medical complex size.

The second step is to select the necessary hardware components for building the system infrastructure. This choice directly depends on media content design, information type, and media devices locations; as well as environmental conditions, such as lighting and hygiene requirements or additional protection. The installed equipment must be compatible and reliable. The experts advise to avoid buying cheap consumer type displays, in order to save costs, and to install far more reliable professional equipment.

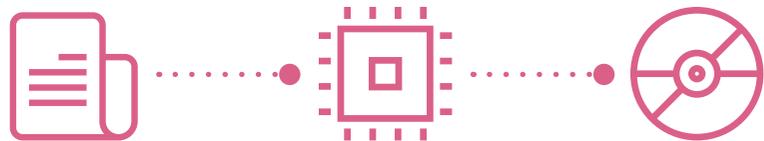
The third step concerns the other basic component of the system – content management software. The software platform must be a reliable and current solution that provides an easy and seamless media content remote control and to be able to ensure future development of the system.

Conclusion

Nowadays, extremely rapid rates of technological innovations development and their implementation in our life, is an undeniable fact. There's no doubt that increasingly widespread deployment of digital media in medical facilities will happen in the nearest future.

Digital media systems will significantly improve and update environment in hospitals and clinics. The system would help to ensure better service, would facilitate the physicians and medical personnel in their daily activities. On the other hand, appropriately composed, professionally designed and audience-relevant media content could contribute a lot for patient awareness about medical services, opportunities for prevention procedures, options to contact the preferred doctor and other useful tips.

Digital media systems will significantly improve and update environment in hospitals and clinics.



Three steps to integrate digital media system in health facility:

1. Defining media content structure and content

2. Hardware components selection

3. Content management software

Contacts

If you would like to share your ideas and comments on this subject, please send a message to: sales@risk.bg

Office and showroom

Business center Boila
2L, Samokovsko shosse blvd.
1138 Sofia, Bulgaria

tel.: (+359 2) 9175 426
(+359 2) 9175 437

website: www.risk.bg

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