CASE STUDY: LARGE CHILDREN’S HOSPITAL

Samsung Digital Signage Connects Patients, Parents and Caregivers at Leading Children’s Hospital

OVERVIEW

Customer Need
A leading children's hospital sought to integrate the latest digital signage technology into its new flagship facility to communicate up-to-date information to patients, families, visitors and medical staff. The digital signage system had to be reliable and energy efficient, blend in with the warm and friendly interior design, and meet ADA and HIPAA standards.

Samsung Solution
The children's hospital partnered with leading integrator ASI to install more than 100 Samsung ME Series commercial displays throughout the new hospital. Digital signage in family and employee lounges communicates up-to-date hospital information, replacing messy bulletin boards, while in hallways and lobbies Samsung displays with touch-screen overlays provide interactive way-finding and directory guidance. In the cafeteria, dynamic digital menu boards showcase daily meal items and nutritional information.

Results
The children's hospital can now deliver targeted communications to patients, families and employees while freeing itself of traditional printed signage and clutter. The content is easily updated and managed by both the central office and the individual departments. The touch-screen way-finding kiosks enable visitors to easily navigate the large campus, while the thin profile and built-in media player on the Samsung ME Series displays has enabled the facility to integrate the digital signage seamlessly into its modern, nature-inspired interior design.
THE CUSTOMER Need
Remedy an Outdated Communication Model

As the children’s hospital mapped out the design of the innovative new hospital, it became clear that a new form of signage was needed to improve communications with patients, families and workers across the massive new building. With thousands of people receiving care on a daily basis, traditional printed signs and bulletin boards just couldn’t keep up. Nor would they match the modern, warm and friendly environment that the hospital was seeking to create.

After assessing communication needs throughout the facility, the children’s hospital set the goal of eliminating the use of printed signage wherever possible and instead utilizing dynamic digital displays. The digital signage had to be reliable, reduce clutter, be energy-efficient and easily adapt to the ambiance in each space, whether in a lobby, lounge, hallway or cafeteria.

“The hospital needed a digital signage program that would streamline communications between their families and staff, and avoid the typical visual clutter that is found in healthcare,” says Andy Shevak, general manager of ASI Signage Innovations, which was hired by the hospital to design and deploy their digital signage system. “The hospital recognized that staff trying to be helpful and informative often like to post paper flyers,” says Shevak. “However this can be messy, confusing and ineffective, especially as information quickly becomes outdated.”

“The displays they selected needed to be affordable, stylish, and able to convey the hospital’s brand,” says Shevak. “Most importantly, it had to be scalable and easy to maintain, both physically and from a content stand point. At the end of the day, they are a hospital with more important things to take care of.”

The installation of the displays also had to meet Americans with Disabilities Act (ADA) standards, which mandate that objects projecting from a wall protrude no more than four inches into halls, corridors, passageways or aisles.
THE SAMSUNG SOLUTION
Samsung Commercial Displays Are Just What the Doctor Ordered

ASI proposed Samsung commercial displays because of their proven reliability and affordability. The children’s hospital deployed more than 100 Samsung ME Series commercial displays at key patient and visitor touchpoints throughout the hospital.

“When we began working with the children’s hospital on the signage program, one of their key requirements was reliability and service,” says Shevak. “That’s where Samsung really shines with its quality engineering and three-year onsite repair and replace warranty.”

Depending on the location, 32-, 40-, 46- or 55-inch models were installed. The ME Series displays feature an ultra-narrow bezel and a thin depth, enabling them to be encased in a streamlined shroud cover that matches the surrounding décor in the building.

“The Samsung ME series display has a built-in media player so a separate setback box is not required,” says Thomas Evans, director for display product marketing at Samsung’s Enterprise Business Division. “This built-in feature reduces acquisition, installation and ongoing maintenance costs.”

About half of the ME Series displays are deployed for “front of house” use by patients and families, while the other half are for “back of house” use by medical and support staff. Waiting rooms and family lounges are equipped with displays to provide information about services and programs, serving as an alternative to outdated easels, elevator posters and tabletop brochures.

Utilizing touch overlays available for the Samsung ME Series displays, the hospital created interactive way-finding stations at elevator banks.

In the cafeteria, eight large Samsung displays serve as digital menu boards that can be easily updated with daily menus and nutritional information. Along the hospital’s donor wall, displays showcase the hospital’s benefactors and provide donation information.

Finally, in staff lounges, 32-inch Samsung displays replace traditional paper-based bulletin boards and enable the hospital to communicate hospital news, department information and wellness information to the staff. The displays can be easily updated by both the corporate communications team and other hospital departments.

Quick Profile
SAMSUNG ME-C SERIES COMMERCIAL DISPLAYS

SIZES AVAILABLE (DIAGONAL): 32, 40, 46, 55, 75 & 95 inch

PANEL TECHNOLOGY: LED Edge-Lit LCD

RESOLUTION: Full HD 1920 x 1080

BRIGHTNESS: 450nits for 32-55 inch models; 550nits for 75 inch model; 600nits for 90 inch model

RESPONSE TIME: 8ms

SCREEN DEPTH: 1.2 inches for all models, except ME75C (1.9 inches) and ME95C (1.8 inches)

INTERNAL MEDIA PLAYER: Cortex-A9 1Ghz Dual Core, 1GB DDR3, 4GB FDM

FEATURES: Smart Signage Platform, MagicInfo Premium S

ENVIRONMENTAL: ENERGY STAR® compliant

STANDARD WARRANTY: 3 years (parts and labor)

SAMSUNG TOUCH OVERLAYS

OVERLAY SIZES: 32”, 40”, 46”, 55”, 65” and 75”

TOUCH TECHNOLOGY: IR with 6 or 10 simultaneous points of touch depending on model

SOFTWARE: MagicIWB

FRAME MATERIAL: Aluminum Extrusion

GLASS: Scratch-resistant
THE RESULTS

Transforming Communication Delivery Through Digital Signage

The children’s hospital has been able to streamline communications across its massive facility while doing away with virtually all paper signage and bulletin boards. Information is more current, whether for patients and their families, or the staff that provides the medical care.

“This new approach was an important part of the overall patient experience,” Shevak says. “It offers a structured and reliable way to get branded information to patients, their families and staff. And post-installation surveys show that families and staff are reading them and using them for way-finding information.”

The ability to centrally update content enables the hospital to ensure consistent and real-time messaging of critical information throughout the system. With the Samsung digital signage platform, the hospital can centrally manage HR and other general content, while individual departments are able to communicate unit-specific information like performance metrics.

One of the hidden benefits of the Samsung ME Series commercial displays is the built-in media player, which allows displays to be mounted close to the wall, avoiding expensive recessed installation.

“When we planned deployment for the children’s hospital, we originally thought we would have to build an alcove into the wall for the media player to be housed and to meet ADA code of protruding less than four inches,” says Shevak. “With the Samsung ME series, we could directly mount right on the wall, which is much easier and less expensive, especially when retrofitting into existing buildings.”

“This children’s hospital has set the standard in the healthcare industry for leveraging innovations in digital signage to improve the patient and family experience while reducing the clutter and waste of paper-based signage,” says Evans. “We expect that as other hospitals upgrade their physical infrastructure, they will look to this facility as a model for their digital signage strategies.”

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