

# Smart Technology, Healthy Outcomes

How Digital Displays Elevate the Patient Experience—  
and Streamline Critical Communications



You've been enlisted to help reimagine an existing healthcare facility—or perhaps build a new one from the ground up. An initiative like this only happens once in a generation. But here's where the true challenge lies: Whether you're a designer, architect, technology director, or C-suite leader, your vision and execution need to be future-proof.

That's where this guide comes into play. Inside, you'll discover 10 opportunities for incorporating digital display technology into your healthcare design-and-build projects to elevate patient care and maximize patient satisfaction in the decades to come. We'll cover:

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From improving the flow of clinical information to positioning your client as the absolute pinnacle of industry advancement, these use cases will demonstrate the power modern digital displays hold in advancing both patient outcomes and business outcomes in equal measure.

**Empower caregivers**

Amplify the flow of clinical information.

**Engage patients**

Create positive emotional experiences.

**Elevate brands**

Position your client as an industry leader.

The best time to integrate digital display technology is while the walls are going up. Consider the possibilities.

# Make a stunning first impression.

It goes without saying that healthcare is a highly competitive industry—and it's only getting more so. From the moment someone enters your facility, you want them to feel they've stepped into a place where exceptional care is the standard. Placing a high-quality indoor LED signage or video wall in your entrance or lobby can establish preeminence in a nanosecond—and signal your commitment to quality to both patients and medical professionals.

Not only can the display itself make a powerful first impression, but the content you feature can as well. Use the display to showcase doctor profiles, patient stories, facility amenities, or innovative medical approaches. Publicize the events and activities that highlight your important place in the community. Share awards and recognition from third parties. All of this serves to drive patient comfort and trust.

Then there's the positive impact a beautiful display can have on physician recruitment and retention. Top physicians want to be associated with top facilities. They want to bring their patients along for high-value procedures. And they're apt to encourage colleagues to do the same. Big, high-impact visual technology can play a vital role in engendering trust with the provider community.

In short, a crisp and captivating HD display in the entrance or lobby of your facility sets the standard for all to see—and embodies the state-of-the-art care that is your promise.



## 02 WAYFINDING & NAVIGATION

# Direct guests, delightfully.



A hospital can be a scary place for many. We typically don't choose to be there, nor want to be lost inside it. A hospital can feel like a maze - long corridors that look all the same, pathway connections that don't make sense. All this can create disorientation, frustration, and confusion - all three being the last feelings you want your guests to experience, especially due to the lack of clear, directional information.

In fact, wayfinding issues have a direct impact on the bottom line due to missed and late appointments.

Still many facilities lack a simple wayfinding systems to guide guests to where they need to go, leaving them to their own devices and a paper map. Typical solutions are usually dated, requiring costly (and thus infrequent) manual updates. Directional plaques, painted arrows, and laminated signs are just not aesthetically pleasing and do not suffice for an evolving healthcare facility.

Digital displays and interactive maps (QMR-T Series) placed throughout the hospital allow guests to find their way with ease from start to finish in a time where their destination is the only thing on their mind. A widescreen directional signage display (SH37R Series) delivers information clearly and brightly 24/7, so guests can easily see vital information they need to get where they are going. Unlike static signs, digital displays can deliver a variety of content and offer the flexibility to update with ease.

A simple thing goes a long way during a stressful situation. Provide the peace of mind guests need to navigate a large, complex medical facility - clear, precise directional information that is readily available and easy to see. A digital wayfinding and navigation system helps everyone find where they need to go quickly, easily, and effortlessly.



### 03 DONOR RECOGNITION WALLS

## Bring donor impact to life.

Health missions rely on donors to serve their community - and celebrating them is as important as recognizing their contributions.

Everybody likes to be recognized, but traditional methods are often nondescript at best. And every time a donor makes a new contribution, there's a cost associated with updating donor walls. In fact, many organizations allocate 8-14% of their annual budgets to donor recognition.

To maximize the value of and return on that investment, go beyond the typical inscribed donor name brick or plaque and bring donations to life with dynamic, eye-catching displays.

The Wall, MicroLED or Direct-View LED and showpiece video walls bring donor stories to life vividly. These displays make it much easier to showcase how donors helped serve the community through vivid testimonials, emotional short films, and detailed community data on how many screenings or vaccinations the health mission provided at no cost—all because of their donations.

A beautiful thank you and story brought to life through a premium digital display speaks volumes to what their donation means to your health mission and shows the tremendous impact of their support and contribution. This can have a direct impact on deepening relationships with donors and driving return on investment.

# Place care in context.

It's a simple truth: The more patient information a caregiver has at hand, the better care that patient receives. One way forward-thinking healthcare facilities are making patient information more readily available is by equipping nursing stations with large, centralized displays which can be used to send information to smaller displays outside each patient room.

These smaller displays outside each patient room can showcase vital information, such as whether the patient inside is a fall risk, allergic to latex, in isolation, or any other precautionary indicators

that the caregiver entering should be aware of—including the nurse on duty and the patient's preferred language. Enabling nurses to easily and automatically update this vital information instantly elevates quality of care—and work efficiency.

Samsung's crystal clear, easy-to-install QMR/QBR series is an ideal choice for within the nursing station, while our smaller-sized QB13R-T display, with its crisp and easy to read content, is an optimal solution for outside patient rooms.



## 05 PATIENT ROOMS

# Design rooms that put patients first.



Our increasingly connected world has put more power in the hands of consumers. For healthcare organizations, that means it's more important than ever to deliver a superior patient experience. Of course, this covers a wide range of touchpoints. But chief among them are the rooms in which patients actually receive care and spend their stay.

Outfitting each patient room with a modern, web-enabled TV offers obvious advantages. Patients can enjoy positive distractions, from educational content to therapeutic programming to conventional entertainment. Enhance the patient's experience with Samsung's NT 690 Series - all in beautiful, captivating high-definition.

But in addition, more forward-thinking facilities are placing in-room screens in caregivers' direct line of sight to make critical patient information easy to see. Rather than needing to step into the hallway or look down at a laptop—to check allergies or pain goals, for instance—caregivers can keep eye contact with patients for a more attentive experience the patient can feel. Improve patient care inside the room with a digital whiteboard utilizing Samsung's QBR/QMR Series. These digital solutions eliminate common problems found with manual whiteboards, automating the flow of accurate information and reducing the possibility of human error.

When two screens isn't a feasible solution, Samsung can actually blend both of these use cases into a combined display—elegantly displaying vital patient information on one-third of the screen, while the remaining two-thirds shows content the patient can enjoy.



## 06 REFERENCE

# Exceptional clarity where it counts

Healthcare professionals from radiologists to oncologists rely on high-resolution imaging to diagnose conditions quickly and accurately. But not every hospital has the resources to invest in this caliber of display for reference purposes.

That said, it's still possible to invest in digital displays that can provide high-resolution imaging—with a more accessible price point.

Doing so enhances your facility's reference capabilities, and ultimately elevates patient care and treatment.

Samsung's QLED 8K displays (QPR-8K series) offer ground-breaking clarity like never before with 33-million-pixel resolution that is 4x higher than 4K UHD content and 16 times higher than FHD.



## 07 WAITING AREAS

# Make every minute count.

The average emergency room wait time in the U.S. is 40 minutes, while admitted patients can spend upwards of 2 hours waiting for a hospital room. The anxiety, discomfort, and boredom of waiting can make an already difficult situation that much worse.

But what if you could make that time less stressful for patients and more valuable for your community? High-definition displays can do both.

For starters, digital displays can provide queuing information that sets people at ease. Guests can track loved ones' status and location. Patients can know precisely when they'll be called for an exam, procedure, or imaging. This information reduces anxiety and brings comfort.

But there's more to it. Because in a value-based care model, healthcare organizations are rewarded for keeping people healthy—not just healing them when they're sick.

To that end, displays can be used to educate guests with healthy tips, wellness event info, and community news. They can also highlight the prestigious physicians who practice at the facility through bios, testimonials, interviews, and thought leadership.

It's also worth noting how important sharing urgent safety information and alerts can be in a healthcare environment. Displays in key areas where guests, staff, and patients gather can make it much easier to ensure everyone stays informed.

With HD signage products like the Samsung QMR/QBR series, you can select single or multiple configurations—providing queuing information on one half and educational content on the other.



## 08 FOOD SERVICE

# Clarify the healthy choice.

As the industry embraces a value-based approach to care, promoting and educating your population on nutrition is more important than ever. With dynamic displays, it's easy for your staff to empower every guest to make smarter meal choices during their stay—and even after they leave. Display the cafeteria's menu or daily specials in style with Samsung's ProTV Series that allows for easy, customizable content to be displayed with a push of a button. Samsung's QBR/QMR Series can be used as menu boards in a single or multiple configuration.

Unlike static boards, a digital board enables food service operators to change menu items and daily specials as frequently as they'd like. A content and device management solution such as Samsung's MagicINFO™ makes it simple for anyone to create, schedule, and play content across one or multiple displays. With tools like these at hand, your facility can easily share up-to-date nutrition information with guests, so the healthy choice is always crystal clear.



09 CONFERENCE ROOMS

# Power connection, creativity and collaboration.



It's no secret—doctors keep hectic schedules and often have obligations at multiple facilities. Even within large campuses, being where you need to be can get challenging. High-definition displays can solve this problem and serve as a powerful way to bring teams together—both physically and virtually—to collaborate and make decisions together. This can improve time management, reduce travel needs, and support patient outcomes when the right people are in the room together, regardless of whether they are in the same building, across campus, or on the other side of the globe.

Samsung's interactive whiteboards are perfect for bringing teams together, offering all the sleekness, elegance, and smooth functionality of a smartphone or tablet—but at a much larger scale. Team members can connect from multiple devices wirelessly, from any location around the world. Meeting participants can project from their laptops, tablets, or phones. Some displays, like the Samsung Flip 2, can even be physically pivoted in real-time to portrait or landscape mode—whichever is most suitable for the content.

Whether it's business executives making hiring or procurement decisions or medical teams reviewing clinical data or tracking department metrics, creating team synergy is crucial to keeping your facility competitive—and Samsung's latest display technology can help you get there.

## 10 OPERATIONS

# See into the health of your systems.

*Prevention is better than a cure.* That wisdom holds true, not just for the health of a human body, but also for the health of your facility—financially, clinically, and operationally. It's critical to diagnose and treat problems early. The key to making that happen? Visibility.

Digital displays can provide critical visibility into a healthcare facility's systems—bringing everything from financial analytics to security cameras to clinical metrics together in crisp, clear views. And Samsung can configure screens in such a way that the right information is displayed in the right way to the right team member—in stunning crystal clarity.

The result is that your Chief Financial Officer understands the real-time financial health of the business at a glance, on a display that can be mounted anywhere. Or that your Chief Nursing Officer can see organization-wide capacity, staffing, and load balances in an instant, right from her office wall.

From selecting models to determining sizing and configuration, Samsung can help you implement cutting-edge display technology that will continually sharpen the eyes and ears of your healthcare organization—as well as the brains that ensure it performs at its best.



# Design for tomorrow's healthcare today.

The modern healthcare experience is evolving rapidly—and will continue to do so. If you've been given a chance to reimagine all or part of a healthcare facility, your task is not merely to meet the moment, but to build adaptivity into the very structure of your project.

The ideas presented in this guide are all about using display technology to do just that, so that the care you deliver, prestige you command, and impact you exert on the health of your community are all of the utmost quality—not just now, but for years to come.

## Interested to learn more?

Get in touch with TeleHealth Services, a Samsung Diamond Partner.

Let's talk about how Samsung display technology can help future-proof your healthcare facility—and elevate your local community.



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