

# HEALTHCARE APPLICATIONS

Customer facing, brand messages, way-finding and internal communications

*Hospitals and medical offices are an important part of any community. The ability to communicate quickly with staff, patients and visitors is critical.*

Digital signage helps differentiate your medical facility and is an attractive method to direct visitors to their destination while promoting health messages, upcoming events and classes, cafeteria menus and hospital specialties.

Healthcare Digital signage will drastically decrease the costs associated with printing static signs by giving you the power to transform your communication into eye-catching, dynamic digital messaging.

## Where digital signage can go:

- Building lobbies
- Check-in & registration areas
- Emergency rooms
- Waiting rooms
- Elevator banks
- Cafeteria
- Donor recognition areas



## WHAT DIGITAL SIGNAGE CAN DO:

- Direct patients & visitors
- Provide building information and directories
- Market hospital specialties
- Display ads from partners and third-party advertisers
- Reduce perceived waiting times by combining live TV with other engaging content
- Differentiate your medical facility
- Train your staff about new services and procedures
- Promote your surgeon and physician practices
- Decrease the cost of static signage

Visit our website today to find out more about the advantages of digital signage

*Digital signage from EDN helps alleviate patient and visitor frustrations in waiting areas; by showing news, health and wellness information and promotional value-added services and procedures.*



### Digital signage is COST-EFFECTIVE

Eliminating the need to print and distribute static signs each time your message or campaign changes saves on costly printing and distribution fees. Operations can be done in house or outsourced. No heavy logistics. No more hours lost reprinting outdated or erroneous materials.

### Digital Signage is CENTRALIZED

Control all of your screens from one central location, ensuring quality and consistency, while requiring minimal resources to operate your digital signage network.

### Digital Signage is FOCUSED

Your content dynamically changes to deliver a focused message to your targeted audience at each point of playback (location).

### Digital Signage is DYNAMIC

Digital signage can be interactive and dynamically changed to meet the demographics of your audience.

### Digital Signage is VERSATILE

From menu boards, to bank and corporate lobbies, to airports, to dental and medical offices – digital signage offers a versatile solution for you to communicate your message to your audience. Start with one digital sign and later expand to several.

## WHAT IS DIGITAL SIGNAGE?

Digital signage is a network of customizable displays that can be controlled electronically using a computer, allowing content to be changed remotely for the most targeted messaging possible.

Digital signage is used for a wide variety of purposes including customer facing and employee facing applications such as advertising, enhancing customer or employee experiences, influencing audience behavior, brand building, interactive kiosks, up selling products and services, etc.

Deployments can be found in such diverse locations as retail outlets, doctor's offices, restaurants, corporate and school campuses, sports venues and even gas stations.



## Digital Signage is ATTENTION GRABBING

Getting the attention of your audience is the most important part of any display. With "video-like" digital signage, viewers are not only more likely to notice your dynamic sign but research shows they are more likely to receive the message and act on it.