

SAMSUNG

# Smart Technology, Healthier Outcomes

Elevating Patient Experiences Through  
Digital Display Technology



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 means designing for the new patient experience. Patients increasingly behave like retail consumers. And with increasing competition in the healthcare space, they are more likely to research providers and facilities online, post reviews, and demand more personalized care. How can display technology help you deliver on these expectations?

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

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

**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 only getting more so. From the moment someone walks into your facility, you want them to feel they've stepped into a place where exceptional care is the standard. "I think that visually, what you see when you first walk in a space is extremely important," [says Sven Gierlinger](#), vice president and chief experience officer at Northwell Health, a New York-based integrated health system. "If you don't create a great first impression, it's much harder to achieve a positive lasting experience."

Placing a high-quality indoor LED signage or video wall in your entrance or lobby can establish preeminence right away—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 community events and activities. 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.



We've all been in hospitals that feel like mazes—lost among the corridors, wandering this way and that, only to end up back where we started. This disorientation creates a sense of unease, frustration, and confusion—three of the last things you want guests to experience in a healthcare setting. In fact, clear signage is recognized by [noted healthcare facilities designers](#) as a key factor in achieving “patient-centeredness.”

Still many facilities lack a simple way finding 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 way finding 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 stay vital. In fact, philanthropy is reported to provide a [4x ROI on average](#), holding enormous potential to transform and elevate population health. Celebrating donors is a key part of perpetuating the fundraising process.

But traditional forms of donor recognition—wall plaques, engraved benches—no longer create the same impact. Plus, they require costly updates. Donors have higher expectations. They want to be recognized in more modern and engaging ways. Many organizations are looking to move into the 21st century with a more high-impact vehicle to showcase the good work donors do for the local community—and inspire more of it.

Along those lines, The Wall, MicroLED or Direct-View LED and showpiece video walls bring donor stories to life vividly. Beyond listing donor names, you can celebrate your donors in new ways with donor profiles, videos, photos, and metrics of the outcomes made possible by their activities.

An interactive display literally shows community leaders, ambassadors, and contributors how their support ties to advanced, cutting-edge medical technology—and motivates them to keep giving.

## 04 NURSES STATIONS & OUTSIDE PATIENT ROOMS

# Place care in context.

Research shows that [65 percent of patient satisfaction](#) can be attributed to clinician empathy. And the more patient information a caregiver has at hand, the more empathetic and efficient they can be in their care.

One way forward-thinking healthcare facilities are making patient information more readily available is by equipping nursing stations with large, centralized displays that can be used to send information to smaller displays outside each patient room.

These smaller displays 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.

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.

With [recent research](#) showing 53% of patients mention communication and 59% mention bedside manner when evaluating providers, these displays go a long way to add value to the patient experience.

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 remain 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 educational or reference purposes.

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

accessible price point. Doing so enhances your facility's educational capabilities, and ultimately elevates patient care and treatment.

Samsung's QLED 8k signage (QPR-8K series) offers 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.



# Make every minute count.

We all hate waiting—and wait times have a significant impact on patient satisfaction. Studies show that in negative reviews, patients bring up wait time, visit time, and office staff up to [three times more often](#) than they do in positive reviews.

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

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 educate guests on the steps they can take to maintain optimal health they might not know otherwise. Specialist clinics can drive awareness and education around such conditions as diabetes or heart disease—or about general health topics like nutrition.

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 choose single or multiple configurations providing queuing information on one half and educational content on the other.

It's little things like this that can have a meaningful impact on patient and guest satisfaction every time they visit.



## 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 a dynamic display, 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, adding a meaningful boost to team efficiency so they can focus on providing nutritious food to more guests.

With vivid digital displays and a powerful CMS 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.



In the complex, fast-paced culture of a leading healthcare organization, synergy is key to getting things done. Remote work can help boost efficiency and collaboration (while improving workplace safety)—but the pandemic showed how far many healthcare facilities still have to go to realize these benefits. High-definition displays are a powerful way to bring people together—both physically and virtually—to create, collaborate, and make decisions together, no matter where they are.

Samsung's interactive whiteboards are perfect for bringing teams together, offering all the sleekness, elegance, and smooth functionality of a smartphone or tablet. Team members can connect from multiple devices wirelessly, from any location around the world. Meeting participants can project from their laptops, tablets, or phones. Easily save and send files to attendees. Some displays, like the Samsung Flip 2, can even be physically pivoted in real-time to either 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 learnings or tracking department metrics, creating team synergy is crucial to keeping your facility competitive—and Samsung's latest 8K displays 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, 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. And 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 constantly evolving. When given the opportunity to reimagine all or part of a healthcare facility, your responsibility entails more than just meeting the moment. The task ultimately requires building adaptivity into the very structure of your project.

The ideas presented in this guide address using display technology to do just that. Building an adaptive facility enhances the quality of the care you deliver, the prestige your institution commands, and the impact you exert on the health of your community—not just now, but for years to come.



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