

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 touchscreen 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

The Customer

Leading Children's Hospital

Providing pediatric care to children for more than 120 years, it is one of the largest pediatric and research centers in the United States and has been ranked by U.S. News and World Report as one of the top ten children's hospital in America.

The hospital also operates primary care clinics, urgent care centers, neonatal and special care clinics, behavioral health centers and heart centers for "close-to-home" care. It is committed to not only revolutionizing the delivery of pediatric care but also improving the experience of its patients and parents. This commitment affects the way the hospital uses technology to communicate with patients, caregivers, visitors and employees.

To continue providing world-class medical care to its more than one million young patients receiving treatment each year, the children's hospital recently completed construction of a multi-year master facilities plan including a main hospital with over 500 beds. The state-of-the-art building is the centerpiece of its mission to transform pediatric care and research.

Aiming to create a bright, natural environment that wouldn't feel like a hospital, the children's hospital recruited a world-leading museum designer. The hospital's interior is playful, with bright bursts of color and large animal sculptures. It also includes educational niches with "did you know" facts for children.

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 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 touch-points 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 set-back 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 on-going 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

As used at Large Children's Hospital
 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 1,920 x 1,080
BRIGHTNESS	450 nits for 32-55 inch models; 550 nits for 75 inch model; 600 nits for 90 inch model
RESPONSE TIME	8 ms
SCREEN DEPTH	1.2 inches for all models, except ME75C (1.9 inches) and ME95C (1.8 inches)
INTERNAL MEDIA PLAYER	Cortex®-A9 1 Ghz Dual Core, 1 GB DDR3, 4 GB FDM
ENVIRONMENTAL	ENERGY STAR® compliant
STANDARD WARRANTY	3 years (parts and labor)

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."

Quick Profile

As used at Large Children's Hospital
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

Legal and additional information

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US\$216.7 billion. To discover more, please visit www.samsung.com.

Screen images simulated.

Copyright © 2014 Samsung Electronics Co., Ltd. All rights reserved. Samsung and MagicInfo are registered trademarks of Samsung Electronics Co., Ltd. Specifications and designs are subject to change without notice. Non-metric weights and measurements are approximate. All data were deemed correct at time of creation. Samsung is not liable for errors or omissions. All brand, product, service names and logos are trademarks and/or registered trademarks of their respective owners and are hereby recognized and acknowledged.

ARM and Cortex are trademarks or registered trademarks of ARM Ltd. or its subsidiaries.

ENERGY STAR is a registered trademark of the U.S. government.

Samsung Electronics Co., Ltd.
129 Samsung-ro,
Yeongtong-gu,
Suwon-si, Gyeonggi-do 443-742,
Korea

www.samsung.com

2014-07