

The People's Hospital of Zhengzhou-Yihe Hospital

Samsung displays and solutions enhance patient communications at Yihe Hospital with near real-time information delivery



Overview

Customer Need

Yihe Hospital needed information technology (IT) systems to deliver communication tools and an engaging experience for patients with near real-time information, while providing operational efficiency to save cost.

Solution

Yihe Hospital partnered with Samsung to improve the patient experience when obtaining hospital information. More than 1,300 Samsung HB670 and HB690 SMART Hospitality Displays were installed throughout the facility along with the Samsung LYNK REACH™ and REACH Server solution to help the staff remotely manage and deploy display content.

Results

The patients enjoy a more high-quality, personalized and convenient experience, as well as receive valuable hospital information directly on their in-room displays through an intuitive user interface (UI). Meanwhile, the use of Samsung's SMART Hospitality Displays has enabled the hospital to streamline infrastructure costs and unlock operational efficiencies.

"We are able to provide even better medical and community information to our patients using Samsung SMART Hospitality Display and LYNK REACH, a flexible and easy-to-use hospitality TV management solution."

- Dazhong Wang, Executive Vice President, Yihe Hospital

About the client

Yihe Hospital is part of the Zhengzhou Medical Group and is located near Lake Lui in the New District of Zheongdong. Encompassing a total of 198,000 square meters, the hospital is designed to resemble a park with the idea of providing an ideal atmosphere for its patients.

Enhanced patient communication, simplified display management

Customer Need

Using traditional IT as its base, Yihe Hospital wanted to engender the humanitarian spirit in a creative way. In addition, the hospital wanted to provide the latest information directly to its patients through IT systems and communication tools as it had been difficult in the past for patients to find relevant information. The solution the hospital was seeking had to:

- Deliver information to patients in near real-time
- Provide a user-friendly interface
- Seamlessly integrate with the facility's existing infrastructure
- Reduce operational costs and total cost of ownership (TCO)
- Complement the hospital's state-of-the-art atmosphere
- Deliver a richer viewing experience

"The Samsung REACH solution offers outstanding compatibility with all the systems in our hospital."

- Yunfei Fang, Engineer of the IT Department, Yihe Hospital

Solution

After reviewing various solutions in the market, Yihe Hospital found that Samsung products best filled their needs. The hospital installed 1,360 Samsung SMART Hospitality Displays, which comprised of 1,000 32-inch HB670 Series displays and 360 40- to 55-inch HB690 displays. To efficiently manage the fleet of displays, the hospital implemented the Samsung LYNK REACH and REACH Server hardware and software solution.

Informative and entertaining viewing

Displays were placed in the hospital's examination rooms and emergency rooms to provide patients with pertinent information in near real-time. The large, vivid screens delivered clear images and sharp text so patients would be sure to get the accurate information for a clear understanding of their diagnosis and treatment.

The lobby of the hospital was also equipped with dynamic, large-size displays to provide visitors with an interactive navigation system that informs them about the facility's services, credentials of key staff



members and various other information of interest to visitors. Intuitive touchscreen displays engage visitors in the content and give them the ability to choose what information they would like to learn more about.

In addition, all the patient rooms were equipped with SMART Hospitality Displays, used to both entertain and inform patients from the comfort of their hospital beds. Patients can enjoy an array of television programming, as well as obtain up-to-the-minute information about their doctor's credentials and consultation hours.

The displays boast high-definition LED technology that deliver a superior, immersive viewing experience to ensure patients are thoroughly engaged and delighted while enjoying their TV programming. And with their slim profile and thin bezel these stylish displays project the high-tech image that is in line with the hospital's state-of-the-art atmosphere, which also adds to the level of comfort for patients.



Easy, near real-time information access, lower TCO

Simplified remote management and UI

LYNK REACH enables easy, remote display and content management from one central location. Equipped with a familiar, intuitive UI for staff and patients, LYNK REACH contains an easy-to-navigate tree hierarchy of settings that resemble a desktop folder system.

LYNK REACH also simplifies the process of customizing content for specific patients or special announcements and applying it to the displays. Patients can easily find information with a UI that fills the screen and functions very similar to their in-home TVs.

In addition, using the REACH Server, hospital IT staff can update and adjust the displays using the facility's existing radio frequency-(RF) signal infrastructure. Functions, such as updating firmware or changing channel mapping and settings can all be done remotely.



Results

Since installing the Samsung SMART Hospitality Displays and implementing the Samsung LYNK REACH and REACH Server solution, Yihe Hospital has experienced a number of benefits.

Several hundred displays can now be managed remotely from a central location, freeing staff to focus on patient care rather than managing in-room displays. Firmware and software upgrades are accomplished efficiently without the need to visit each room individually, saving resources.

The intuitive UI enables patients, staff and visitors to access information easily and in near-real time. And because the hospital was able to use its existing infrastructure, it was able to save on costly system upgrades. The LYNK REACH solution lowered the hospital's TCO by eliminating the need for extra equipment and staff.

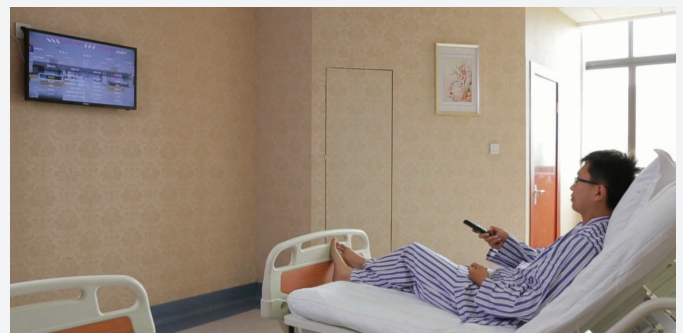
The hospital has been very pleased with the deployment. "Samsung is a premium electronics brand, so it fits nicely with the comfortable ambiance and high-tech environment our hospital reflects," says Dazhong Wang, Executive Vice President, Yihe Hospital.

"Recently, we were visited by representatives of civil organizations in various fields from different cities and provinces. When giving them a tour of our facility, they asked us about our Samsung solution. We told them that we would highly recommend the solution to them."

- Haona Jiang, Director of the IT Department, Yihe Hospital

Samsung HB670 and HB690 Series and LYNK REACH and REACH Server

As a world leader in cutting-edge display technology, Samsung engineers and builds its SMART Hospitality Displays to deliver superb quality and reliability to stand up to the high demands of hospital use. Incorporating sleek design, energy efficiency and its intuitive LYNK REACH and REACH Server management solutions, Samsung has a display to fit virtually every need and budget and can seamlessly integrate with existing infrastructures.



"We are very happy to work with Samsung and the excellent relationship we have with Samsung."

- Dazhong Wang, Executive Vice President, Yihe Hospital

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.

For more information

For more information about Samsung SMART Hospitality Displays, LYNK REACH and REACH Server, visit

www.samsung.com/business or
www.samsung.com/displaysolutions.

Copyright © 2014 Samsung Electronics Co., Ltd. All rights reserved. Samsung and LYNK REACH are either trademarks or registered trademarks of Samsung Electronics Co., Ltd. Specifications and designs are subject to change without notice. Nonmetric 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.

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

www.samsung.com

2014-09