

HEALTHCARE RADIUS

Aligning business and healthcare in India

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INSIGHT
LEGAL ASPECTS IN
ORGAN DONATION

MANAGEMENT
SMART PROCUREMENT
STRATEGIES

AASHIRWAD HOSPITAL

Wharfedale
Hospital, set in Otley,
is part of The
Leeds Teaching
Hospitals NHS Trust



Services at Wharfedale Hospital:

- Minor Injuries Unit
- Outpatients Departments
- Radiology including walk-in services
- Surgical Pre-Assessment
- Day Surgery Unit
- Endoscopy
- Care of the Elderly Wards



A clean, modern
and purpose built
hospital with a calm
and welcoming
atmosphere.



Very high levels of
patient satisfaction



Professional, caring
and patient
focussed staff



Consultant Led
services



Good parking
facilities and local
bus routes running
throughout the day
(Buses 963 & 965)



Short waiting times for
outpatients, diagnostics
and treatments



Outpatient clinics

ACS Early Diagnosis
Radiology
Breast
Cardiology
Dermatology
Diabetes
Dietary Medicine
Ear, Nose and Throat

General Practice

General Surgery
Gynaecology
Hepatology
Hematology
Hearing Loss
Immunology
Multiple Sclerosis

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THE DIGITAL WORLD

DIGITAL WALLS AND SIGNAGES CREATE AN ENGAGING
EXPERIENCE FOR PATIENTS AND ENABLE A MORE
PRODUCTIVE WORK ENVIRONMENT





The digital world

Digital walls and digital signages create an engaging experience for patients and enable a more productive work environment

BY RITA DUTTA

The Government is pushing towards a digital India and there is a strong thrust for digitisation in healthcare. In this context, digital signages and digital walls are becoming popular in healthcare.

So, what are digital signages? They are a series of media display screens placed throughout the healthcare facility. Says Manu Malhotra, founder partner, RSMS Architects, "Digital signage includes interactive kiosks, touch screen portals, digital information boards, custom video production, private label television and interactive way finding tools and video screens."

Some of the primary uses of digital signage in healthcare settings are way finding, patient tracking and entertainment. It also helps to improve patient satisfaction, staff morale, and creates a safer and more productive work environment.

Says Kunal Bhattacharya, director, healthcare planning and design, RJB Architects,

1. One main advantage of digital signage over other conventional methods of information dissemination and patient service is the amount of space saved.



“Digital signage is a means to interact with patient party and could be used at various levels. Firstly, it can be used for gathering information about the services offered by the hospital on a case-specific level including technical details and cost involved. Secondly, for a list of available doctors in various disciplines and their time-slots for appointments. Thirdly, for fixing up appointments at the patient's convenience through interactive digital kiosks. Fourthly, for checking of queue status during appointment in OPD and for checking status of diagnostic reports including printing them by logging into appropriate web.”

He adds that one main advantage of digital signage over other conventional methods of information dissemination and patient service is the amount of space saved if digital boards had to be replaced by physical boards. Digital screens can scroll and show a lot more information than an equivalent sized physical board,” says Kunal.

Digital walls, on the other hand, serve a much broader communication goal at a

“The pace of the development in the digital signage industry is impressive.”

more generic level. These could be used for:

- Listing out all the services offered by the hospital
- List of all doctors
- Continuing Medical Education (CME) showing details of various procedures or preventive health behaviour
- Sharing success stories of the hospital that helps in building patient confidence
- Sharing data regarding critical parameters of clinical outcome that defines quality of service of the hospital.

Digital walls and signages are more popular in airports, automobiles industry,

2. Digital signage is a means to interact with patient party and could be used at various levels.

hospitality, healthcare industry, transportation systems and education. According to Kunal, “Digital walls are very popular in commercial buildings where advertisements fetch a lot of revenue and give mileage to the advertiser. Digital signage, on the other hand, is more popular in transport industry led by aviation and railways in particular where millions of people have found it more convenient to register bookings or check in by themselves rather than stand in a queue of hundreds of people for hours and put up with the inefficiency of the person at the disbursing counter.”

Digital walls and digital signages forayed into the healthcare industry in the early 21st century with the aim of bolstering the communications between the hospital and the patients, visitors and employees- thus reducing time, money of marketing teams and human resources departments.

“Apart from being extensively used in lobbies, waiting areas, cafeterias and patient rooms, digital walls and digital signages are being used for external purposes as well for way findings, marketing and

display of the care services provided by the hospital. Even a digital wall can serve as an appealing elevation feature at night,” says Manu.

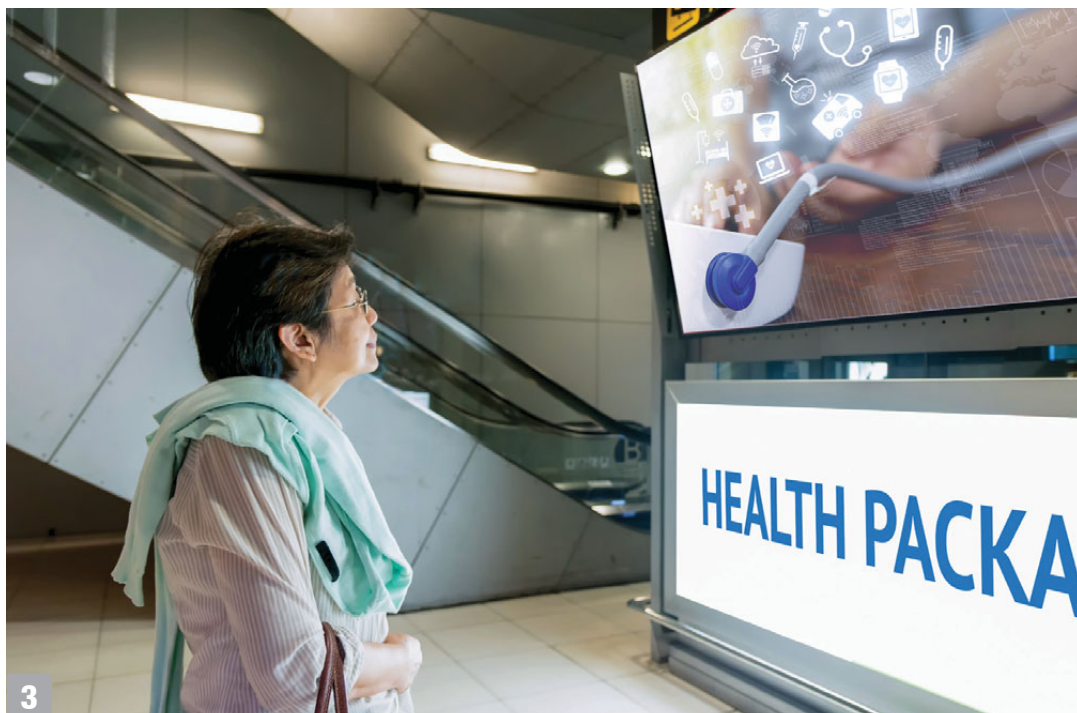
The benefits of digital walls and digital signages are galore. For the patients, digital walls and digital signages speed up patient intakes, decrease perceived wait time, ease anxiety about appointments, share important health-related information, help patients find their way faster and create a connection to staff and communicates with loved ones.

The benefits for staff are that they reduce strain on human resource, provide consistent and recurring staff training, organise internal info, client intakes, rotation, and care, empowers staff, decrease hallway congestion and deliver emergency information.

The benefits for healthcare organisation are they promote services and products, highlight awareness initiatives, create a cohesive brand, capture patient data, decrease cost of marketing materials, and promote referral marketing programmes. They also aid in cost reduction and enhance operational efficiencies.



Manu Malhotra
Founder Partner,
RSMS Architects



3. Digital walls and signages have bolstered communications between the hospital and the patients as well as visitors and employees.