DBSI

2023 PRODUCT GUIDE
DIGITAL SIGNAGE

WHO IS DBSI AND THE CREATIVE EXPERIENCE AGENCY?

DBSI

DBSI is a comprehensive design-build firm that delivers out-of-this-world transformations for healthcare spaces. We've been transforming spaces for over two decades, and unlike other firms, we have a team for everything, not just design-build.

The Creative Experience Agency

One of those teams? **An entire creative agency dedicated to delivering award-winning digital signage solutions because we have a passion for meeting your exact needs.**

A POWERHOUSE OF CREATIVE TALENT

- **Content Writers**
- **Graphic Designers**
- **Animators**
- **Videographers/Photographers**
- **Developers**
- **Install and Support Professionals**
- **Experience Engineers**
- **And More**

WHY TRUST DBSI?

- **25 years of experience transforming financial institutions via design-build**
- **10 years of experience creating digital signage for financial institutions**
- **A 92% retention rate with a ton of repeat, happy clients**
- **A program 100% committed to providing valuable patient education and an optimal experience.**

WHAT WE OFFER:

- **Strategy**
- **Hardware**
- **Installation**
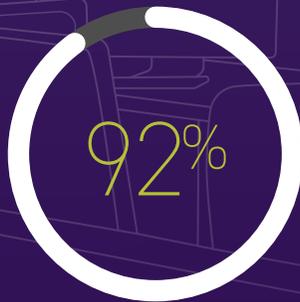- **Content Creation**
- **Content Management**

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DIGITAL SIGNAGE SOLUTIONS

PROGRAM STRATEGY

What's driving the investment into digital signage? The simple answer is patient experience. Every healthcare facility is looking to improve patient experience and digital signage is a quick solution to this. We've got the stats to back it up.

92%

15% > **150%**

92% of people said that having a good patient experience is extremely or very important to them

(Forbes)

Clinics using displays often see an increase in business between 15% and 150%.

(Digital Sigange Today)

THE POSITIVE IMPACT OF CLEAR COMMUNICATIONS ARE SECOND TO NONE.

In fact, hospitals waste $12 billion/per year from inefficient communication.

(Healthcare Finance News)

DO PATIENTS ACTUALLY CARE ABOUT DIGITAL SIGNAGE?

THE ANSWER IS YES!

75%

75% of caregivers and patients who view hospital messaging on digital signage systems say that the content enhances the hospital experience and provides helpful health information.

83%

83% of patients spend a significant amount of time interacting with a hospital's digital content.

52%

52% of patients get health information from digital signage.
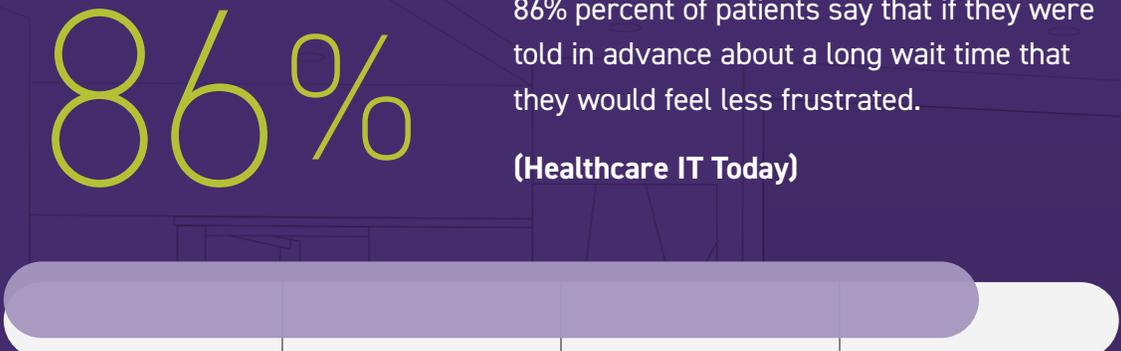
75%

Among those who saw digital signage in hospitals, 75% could remember at least one message.

Source: Digital Signage Today

ELIMINATE FRUSTRATED PATIENTS

Display your current wait times with digital signage. Not only are your patients happier, you're keeping them informed, without relying on your staff to keep them updated.

86%

86% percent of patients say that if they were told in advance about a long wait time that they would feel less frustrated.

(Healthcare IT Today)

Digital signage reduces perceived wait times by as much as 35%.

(Digital Signage Today)

35%

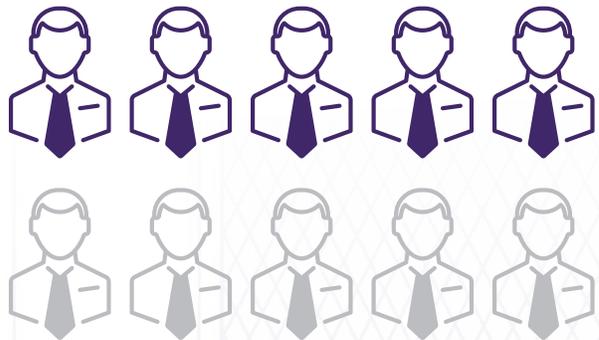# ARE OTHER HEALTHCARE FACILITIES IMPLEMENTING DIGITAL SIGNAGE?

YES! In fact, 70% of hospitals now provide digital communication systems. **(Digital Signage Today)**
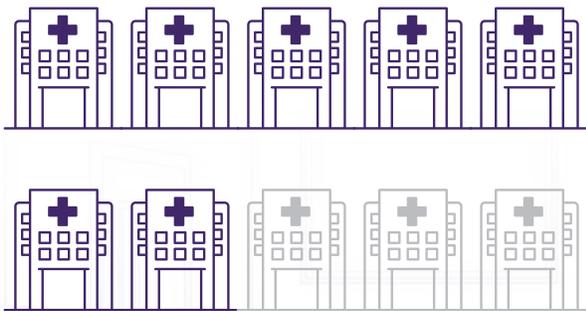
50% of healthcare execs expect digital signage to disrupt the industry. **(Mvix)**

DO ANY OF THESE PROBLEMS SOUND FAMILIAR?

GOOD THING WE'VE GOT SOLUTIONS

	THE PROBLEM	THE SOLUTION
1	Your check-in and check-out process is inefficient, which is overwhelming your staff and frustrating your patients. A patient wasn't checked in last week as a result.	Implement interactive tablets for check-in and check-out so the process is smooth and no one is missed.
2	Patients get lost trying to find the right area of the medical facility that their appointment is in.	Install interactive kiosks with wayfinding content displayed for patients to navigate through your healthcare space easily.
3	You have brochure racks full of stale or outdated content that just sits there.	Throw out those old brochures and display this information through digital signage. Not only does this help the environment, but it saves you money, too.
4	A physician has to educate patients without visuals because of lack of materials.	Implement digital signage in exams rooms to give your patients visuals while educating them on diagnoses, treatment plans, and procedures.
5	Patients are confused about how to sign up for or use their patient portals.	Implement interactive digital screens with how-tos for your patients that is not only educational, but engaging.

HARDWARE

There are thousands of different options when it comes to picking the right hardware for your digital signage. Sure, it's tempting to cut corners, but your hardware is where you want to invest. The use of screens in your commercial space is much different than a TV screen in your home, and the capabilities of commercial-grade screens are far superior.

STILL NOT SURE WHICH TYPE OF SCREEN TO GO WITH? HERE ARE SOME THINGS TO CONSIDER:

COMMERCIAL-GRADE SCREENS

- Have scheduling capabilities

- Warranty (Note: using residential screens in a commercial space voids your warranty)

- The nits in commercial quality screens give you sufficient brightness for street front signage

  - Digital signage talk: nits are the measurement of the brightness of your screen. Residential screens typically have around 150-250 nits while commercial-grade screens have 300-6000 (Versatech). Wow! That's much brighter

- They're built to last. These screens are specifically made for being on for long durations of time

- Commercial-grade screens have protected enhanced controls, meaning you don't have to worry about anyone pressing buttons and messing up your settings

RESIDENTIAL SCREENS

- Have a cheaper upfront cost, although with the quality not being built for commercial uses, you'll likely end up spending more money replacing your screens

- Can be purchased at big box and online stores

- Residential screens don't have a warranty if they are used in a commercial space, so if your screen goes out, you're out of luck and have to purchase a new one

- These screens run the risk of burn-in because they are not made to display content for long periods of time

- They are typically designed for rooms with natural lighting but most commercial spaces tend to have bright lighting, which can result in glares

BUT IT DOESN'T STOP THERE—DIGITAL SIGNAGE IS BROKEN DOWN FURTHER INTO TWO DIFFERENT TYPES:

INTERACTIVE

- **Interactive touch screen** - These screens are touch-friendly and made to withstand regular use. No more stale brochure racks or dry erase boards. Interactive touch screens are a much more engaging way for patients to consume information.

- **Tablets** - Elevate the way you deliver service by offering patients the ability to access their patient portal, check-in for their appointments, explore products and services, and much more.

NON-INTERACTIVE

· **Dynamic display (LCD)** - Forget about those posters and dry erase boards. Showcase a variety of content that makes an impact with virtually no work on your staff's behalf with one easy solution: single screens. And these don't just come as you'd imagine the TV screen in your living room. These screens come in various sizes for places you didn't know could have a screen!

· **Wow Walls (multi-display) (LCD)** - Multi-displays are versatile and can take form in many different ways. The best part? Immediately capture attention with these large screens meant to span across a wall and give the space a real "wow" factor.

· **LED Wall** - A statement making piece for large spaces with high traffic. This display is made up of multiple panels of LED arrays, which allow for visibility from far distances. Ranging anywhere from 8'x10' to 50'x50' and beyond, these screens are meant to be customized in shape and size.

INSTALLATION

DBSI takes care of all things involved with your digital signage, so you don't have to worry about working with multiple vendors. After we've helped you strategically decide what types of digital signage to deploy in your space and where to put it, our experts come and handle installing everything for you.

But it doesn't stop there—we provide ongoing maintenance to your equipment and support on troubleshooting should you experience any technical difficulties. We offer training so you have the ability to manage your digital signage to your own preferences.

98.9%

98.9% of our customer installations replace other solutions

CONTENT

Because we've worked with digital signage for over a decade and have in-house marketing experts, we've been able to identify content pillars that align with any initiatives. Within those content pillars, we've formulated content modules designed to display content with key engagement strategies.

To successfully drive content that helps you meet your goals, your strategy should be at the top of your mind from the start of your digital signage roll-out to the end.

PATIENT-FACING CONTENT:

OFFERINGS

Showcase all that you have to offer your patients. Whether you want to highlight an elective procedure you perform, spread awareness about a special examination you offer, or display preventative maintenance diagnostics you recommend.

BRAND AWARENESS

Show off the healthcare providers behind your brand with a meet the team display, physician highlights and accolades, or your board of directors. This is also the perfect opportunity to display the history and timeline of your facility, celebrations and accomplishments, and careers you currently have available.

CONVENIENCE

Patients often feel stressed just by coming to your healthcare facility. Help them feel more at ease by displaying helpful information such as current wait times, an office flow process, and information on how to access and use their patient portal.

EDUCATION

Say goodbye to printing out your educational material on sheets of paper that'll get lost or handing out pamphlets that will be thrown away and say hello to modern digital signage that can help you educate your patients in more ways than you'd ever imagine.

83%

83% of patients engage with digital content

(Mvix)

COMMUNITY INVOLVEMENT

Community involvement matters! Highlight your charity involvement, local community events, research efforts, and partnerships. Display the volunteer work your staff participates in or even volunteer opportunities for the community to get involved in within your healthcare facility. This is also an opportunity for you to showcase important events your facility takes part in, like regular blood drives.

EMPLOYEE-FACING CONTENT:

CULTURE

A place for your mission, vision, values, and anything else important to you and your company culture.

DEPARTMENT UPDATES

Place digital signage in each department for specific unit information. This may include news pertinent to a specialty unit, step-by-step processes on specific skills or bedside procedures performed, or important department changes.

25%

Hospital staff ignore around 25% of messages communicated by paging systems or other methods

(the BMJ)

ANNOUNCEMENTS

Always keep staff in the loop and updated about important industry information. You can use digital signage to share critical medication and supply shortages, or facility-wide changes that are being implemented.

SAFETY

Make sure your staff is always staying fresh on safety topics by displaying helpful reminders about proper hand hygiene, how to dispose of sharp objects and where sharps containers are located in the area, and where to find SDSs, crash carts, or fire extinguishers when needed.

20%

Digital signage reduces workplace injury by 20%

(Mvix)

SOFTWARE

Now that you know about digital signage hardware and strategic placement, and have a strategy for the content you're displaying, let's talk about what makes displays possible: the software.

A universal system should be used across your facilities to ensure seamless functionality. Create and publish content in minutes with our cloud-based digital signage platform that allows any team to easily manage content across thousands of screens and endpoints, all in one scalable interface.

We're vendor agnostic - meaning we don't work with specific vendors, but instead choose who the best fit is for our clients individually.

Think about the future when finalizing your software choice. Converting your system after you've outgrown it down the road is a hassle that you want to avoid if at all possible.

HERE'S WHAT YOU SHOULD CONSIDER WHEN CHOOSING YOUR SOFTWARE:

IS IT CLOUD BASED?

CAN IT CONTROL MULTIPLE CONTENT ON MULTIPLE SCREENS?

CAN YOU DISPLAY DIFFERENT CONTENT AT DIFFERENT LOCATIONS?

CAN YOU MAKE UPGRADES FROM YOUR PHONE?

WHAT INTEGRATIONS DOES IT HAVE?

WILL IT BE CAPABLE OF DOING WHAT YOU NEED IN 2 YEARS?

HOW FAR OUT CAN YOU PRE-SCHEDULE YOUR CONTENT?

DO YOU NEED A DEVELOPER TO CHANGE YOUR CONTENT?

DOES IT HAVE NETWORK MONITORING AND REPORTING?

CAN THE SOFTWARE SCALE UP WITH YOU?

CAN YOUR SOFTWARE HANDLE ALL MEDIA FORMATS YOU NEED?

CAN IT AUTOMATE TASKS?

CAN YOU MANAGE CONTENT FROM ANYWHERE?

DOES IT HAVE SCREEN GROUPING FEATURES?

Wow! That's a lot of questions to answer that could take you hours to research. Save yourself some time and the headache and work with us directly. We'll handle choosing a software that aligns with your goals now and in the future.
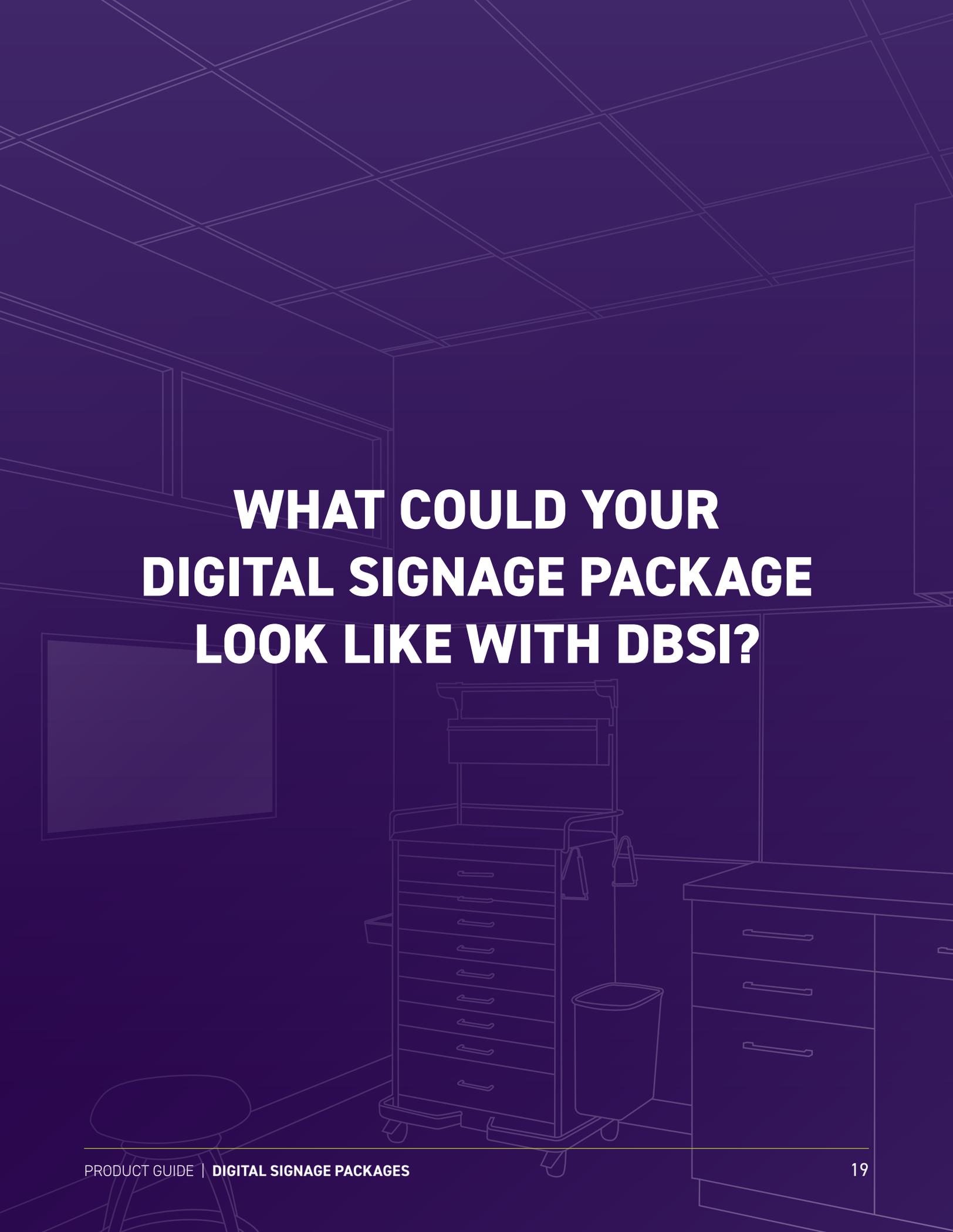
WHAT COULD YOUR DIGITAL SIGNAGE PACKAGE LOOK LIKE WITH DBSI?

WHAT COULD YOUR DIGITAL SIGNAGE PACKAGE LOOK LIKE?

(1) HARDWARE:

Single dynamic WOW wall

CONTENT PILLARS:

- Offerings

BEST PRACTICES APPLIED:

Installed behind check-in area to capture attention of those checking in and sitting in the waiting room.

(2) HARDWARE:

2 interactive tablets

CONTENT PILLARS:

- Education   - Convenience

BEST PRACTICES APPLIED:

Implemented in the waiting room for patients to explore while they're waiting to be called back to see the doctor.

WHAT COULD YOUR DIGITAL SIGNAGE PACKAGE LOOK LIKE?

① HARDWARE:

Single dynamic screen

CONTENT PILLARS:

- Education

BEST PRACTICES APPLIED:

These screens are installed in treatment areas for physicians to reference while seeing patients or for patients to engage with while receiving treatment.

WHAT COULD YOUR DIGITAL SIGNAGE PACKAGE LOOK LIKE?

(1) HARDWARE:

Single dynamic screen

CONTENT PILLARS:

- Education
- Community

BEST PRACTICES APPLIED:

Placed in high-traffic areas, such as waiting rooms, to engage patients
with educational or community involvement content while they're waiting.

WHAT COULD YOUR DIGITAL SIGNAGE PACKAGE LOOK LIKE?

(1)

HARDWARE:
Single dynamic screen

CONTENT PILLARS:
- Brand awareness   - Promotions

BEST PRACTICES APPLIED:
Placed behind the check-in desk and in view of patients in the waiting room to highlight promotions and your brand.

(2)

HARDWARE:
Single dynamic screen

CONTENT PILLARS:
- Education   - Convenience

BEST PRACTICES APPLIED:
Installed in the waiting area so wait times are displayed and easily viewable by patients.

WHAT COULD YOUR DIGITAL SIGNAGE PACKAGE LOOK LIKE?

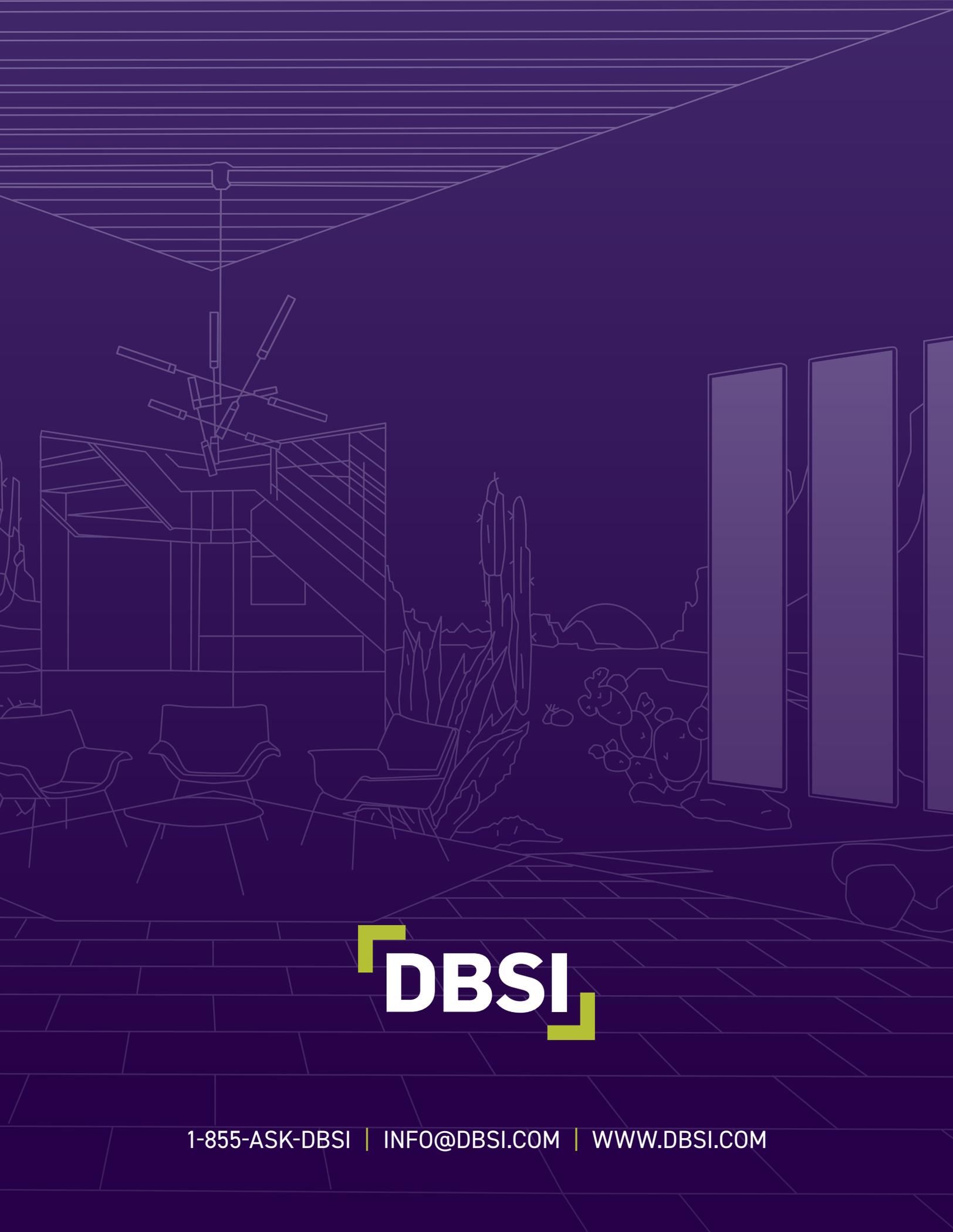(1) ## HARDWARE:

Single dynamic screen

CONTENT PILLARS:

- Education   - Brand awareness

BEST PRACTICES APPLIED:

Implemented in exam rooms for physicians to use for educational purposes while seeing patients. This is also a great place to display content that builds brand awareness when it's not displaying educational material.

DBSI