

# A Digital Signage Case Study

## Emory Healthcare Connects with Audiences Via Spectrio

A 627-bed medical facility in metro Atlanta, Emory Healthcare was seeking to communicate more effectively with the 75,000 plus consumers, physicians, and employees who enter its campuses every day. Marketing needs a dynamic solution in order to streamline communications, eliminate flyers and posters clutter corridors, and provide a more hi-tech appearance that would increase everything from customer satisfaction to revenue generation.

Having entrusted its turnkey on-hold communications to Spectrio's On-Hold Messaging for years, Emory looked to Spectrio once again to meet its needs for a hi-tech digital signage solution.

### A Key Link to Physicians

Spectrio Digital Signage, located in physician lounges on two Emory campuses, delivers information on policy changes, patient satisfaction scores, quality initiatives, CME's new staff members, and more.

Digital Signage plays a pivotal role for the Emory Quality Institute and its Service Excellence Program in communicating to physicians. Spectrio delivers messages to physicians on quality, outlining process indicators, and underscoring Emory's compliance with Medicare and Medicaid requirements.

"Spectrio has become important to our hospital's quality improvement process. We believe that presenting data through Digital Signage has led to improvements in our core measures," says Ellen Hargett, RN, Director, Emory Quality Institute. Spectrio also enables the Emory Quality Institute to recognize physicians in specific quality service areas.





“Via Spectrio Digital Signage, our physicians can see where they stand amongst their colleagues,” adds Hargett. Departments, like the Imaging Center, are also able to communicate with physicians about their services on Digital Signage.

“You cannot over communicate with physicians,” says Cheryl Iverson, Vice President, Business Development and Marketing. “Digital Signage keeps physicians informed and current with messages specifically targeting their wants and needs.”

*SPECTRIO HAS BECOME IMPORTANT TO OUR HOSPITAL'S QUALITY IMPROVEMENT PROCESS. WE BELIEVE THAT PRESENTING DATA THROUGH DIGITAL SIGNAGE HAS LED TO IMPROVEMENTS IN OUR CORE MEASURES.*

*--ELLEN HARGETT, RN, DIRECTOR EMORY QUALITY INSTITUTE*

Cheryl Iverson, Vice President of Business Development and Marketing says, “Spectrio Digital Signage allows us to target consumers, physicians, and employees with essential information that is relevant to them at the same time they are viewing it. It has significantly enhanced the way we communicate internally.”

## A Connection to Consumers

With call-to-action messages, Spectrio Digital Signage offers endless possibilities in reaching consumers with service line and physician information, class schedules, health education, and more. “In communicating our quality priorities to consumers, Spectrio Digital Signage helps us comply with our Joint Commission requirements,” says Hargett. “When Joint Commission walks through the door, they will see our patient education campaigns right before their eyes 24/7 on Digital Signage.”

“Spectrio Digital Signage reaches diverse consumer audiences with targeted messages that make sense to the viewer,” says Iverson. The Emory Healthcare Wellness Center is one area that benefits significantly from Digital Signage. “We can take a Spectrio message on obesity and tag it with a call-to-action for our nutrition counseling or weight loss classes,” adds Iverson. “This is effective marketing that will help us scale back on our need for brochures.”

*I HAD TO FIGHT BACK TEARS WATCHING TEAM EXCEL'S VISION COME TO LIFE ON SPECTRIO DIGITAL SIGNAGE. I FELT SUCH PRIDE IN SEEING OUR ACCOMPLISHMENTS DISPLAYED. IT WAS DEFINITELY A WOW THAT DEMONSTRATES OUR FOCUS ON A CULTURE OF EXCELLENCE.*

*--ROSYLN HEATH, MBA, MT(ASCP), LABORATORY ADMIN DIRECTOR*

## A Conduit to Employees

Spectrio Digital Signage is intentionally situated in common areas that employees frequent--elevators, employee lounges, busy hallways, and the cafeteria. These areas are perfect conduits for getting information to employees, as well as reaching those employees with limited or no computer access.

“Nurses are so involved in patient care that email-and internet are an inefficient means of communication for them,” says Iverson. “Digital Signage fills in the gap for these employees.”

Recognizing employees in a meaningful and public way has been one of the immediate benefits of Digital Signage. “Our service excellence team is thrilled with Spectrio’s visual recognition capability.”



Thanks to Spectrio Digital Signage, Emory Healthcare communicates more effectively with important audiences, providing them with relevant information, and increasing satisfaction and awareness across the board. Emory is adding more monitors as it looks towards continually improving communications. “Spectrio Digital Signage is becoming more and more an integral part of our corporate culture,” says Iverson.

