



# How **Patient-Centric Digital Signage** Enhances Patient Outcomes and Alleviates Staff Burnout

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# Introduction

Healthcare staff burnout has been a hot topic in the wake of the 2020 pandemic and the numbers don't lie. As 46% of healthcare workers report feelings of burnout (1), up 13% percent since 2018, patient experiences have suffered while staff members struggle to muster the energy to meet patient needs and ensure positive patient outcomes.

However, healthcare workers aren't the only ones feeling burnout. 65% of patients report that managing and coordinating healthcare is overwhelming and 56% of patients wait more than a week to secure an appointment.(2) By the time these patients make it into your healthcare facility, they are frustrated and concerned about their health. Even worse, nearly 3 in 4 (73%) American adults report that in one way or another, the healthcare system is failing to meet their needs.(2)

Between burned-out healthcare staff and stressed-out patients, hospitals need support to relieve menial staff tasks and ensure positive patient outcomes. Digital signage solutions offer support by streamlining communication, reducing confusion, and enhancing both patient and staff experiences throughout healthcare facilities.

With patient-centric digital signage, hospitals can provide clear, real-time information that helps patients navigate the facility, understand protocols, and access health resources. This reduces patient anxiety and empowers them with essential information, fostering a sense of control and trust.

For healthcare staff, digital signage relieves pressure by automating routine communication tasks, such as check-in reminders, wayfinding, and safety protocols, allowing them to focus more directly on patient care rather than administrative tasks.

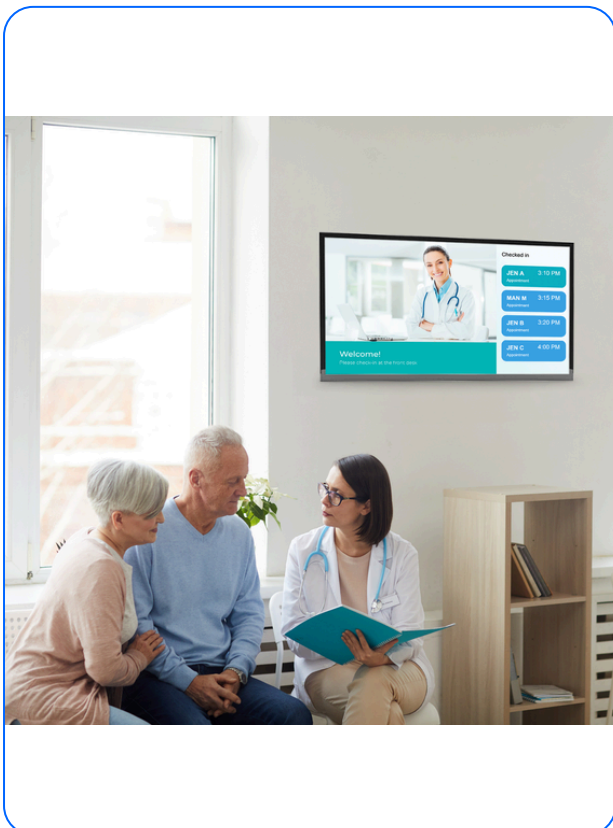
By supporting a smoother, less stressful experience for patients and minimizing administrative burdens for staff, digital signage directly contributes to improved patient satisfaction and staff well-being. This eBook provides hospitals with actionable strategies for utilizing digital signage to promote patient outcomes and alleviate staff burnout.



# Chapter One

## Improving Communication and Patient Outcomes with Digital Signage

Americans report clear communication as one of the top factors for a positive healthcare experience at 95%.<sup>(3)</sup> This is where digital signage thrives as the ultimate healthcare communications employee. With its ability to deliver consistent, clear, and timely information, digital signage becomes an invaluable asset in healthcare environments. From appointment expectations to safety protocols and health education, digital signage serves as a constant source of reliable information, accessible to patients and visitors at all times.



Let's take a look at how exactly digital signage strategically works with your team to streamline the communication load for **better patient outcomes.**

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## Patient Education, Support, and Awareness

Your healthcare team is well-versed in medical knowledge, but many patients lack this understanding and may hesitate to Google symptoms online for fear of alarming or false results. In the trusted environment of a doctor's office, however, patients feel more secure in the information provided. Use digital signage to empower your patients with reliable health education, helping them feel informed and ready for their visit.

**40% of patients say they are sometimes afraid to speak up during healthcare appointments. Make them feel comfortable and question-ready with digital signage that educates them throughout their visit.**<sup>(2)</sup>


- **Health Education Videos and Infographics:** Use digital signage to share informative videos, infographics, and animations in waiting areas and patient rooms, helping to educate patients on a range of health topics. From understanding treatment options to learning about post-surgery recovery or chronic disease management, patients gain valuable knowledge while they wait.

**Digital Signage Content Tip:** For patients with diabetes, videos on diabetes management or heart health tips provide patients with actionable advice that they can start incorporating right away, empowering them to take an active role in their health.



- **Interactive Health Information:** Interactive digital signage allows patients to access specific health information and educational resources on demand. Patients can use touchscreen displays to explore topics that matter most to them, such as diet tips, flu season tips, mental health resources, or preventive care.

**Digital Signage Content Tip:** If you're a dermatologist, consider using digital signage to display interactive guides on common skin conditions, complete with definitions and visuals. This can help ease patients' anxiety as they wait, allowing them to better understand their symptoms and prepare questions for their appointments. Providing this hands-on access to information promotes patient engagement, enhances understanding of their health, and encourages a more productive, informed conversation with their healthcare provider.



- **Broadcast Health Talks:** Stream educational health talks, expert Q&A sessions, or pre-recorded videos in waiting areas. This promotes continuous patient education, making wait times more informative and engaging.
- **Event Registration:** Use interactive screens to allow patients and staff to register for upcoming health events, wellness classes, or seminars. This seamless registration option makes it easy for patients to engage with ongoing healthcare resources, fostering a proactive approach to their health.

## Interactive Department Portals

Engage patients throughout their healthcare journey while gathering valuable insights to improve services with interactive department portals. With these portals, healthcare facilities can provide patients with access to educational resources, real-time feedback forms, and department-specific information, all at their fingertips.

This technology empowers healthcare teams with immediate insights, enabling them to make quick, impactful adjustments to elevate patient satisfaction and overall care quality.

- **Patient Feedback and Surveys:** Display interactive surveys or feedback forms on digital signage screens in waiting areas to gather department-specific feedback. This enables real-time insights into patient experiences, helping departments identify areas for improvement and refine their processes.
- **Gather Patient Reviews:** Encourage patients to leave a speedy Google review after their appointment on an interactive kiosk.

**44%** of people who had a positive patient experience say they would tell someone about it! Give your patients an opportunity to complete a feedback survey or a Google review through an interactive department portal to boost your ratings and attract new patients.<sup>(3)</sup>

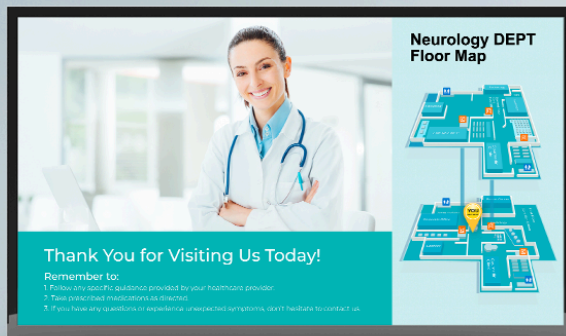


## Enhancing the Care Experience and Patient Outcomes

Patient-centric digital signage helps ensure that essential information is delivered at the right moment, reducing anxiety, supporting adherence to care plans, and enhancing overall comfort. By providing procedure updates, discharge guidance, and aftercare reminders, digital signage empowers patients with information that fosters confidence and peace of mind for better patient outcomes.

- **Procedure Notifications:** Digital displays in waiting areas or lobbies can greet patients with information relevant to their upcoming procedures. For example, messages about preparation steps, what to expect, and recovery tips can ease patient anxiety and help them feel more informed and ready for their procedure.
- **Aftercare Instructions and Reminders:** Digital signage reinforces vital aftercare instructions by displaying reminders about medications, wound care, physical therapy, and other recovery tasks. These easy-to-read, repeatable messages help patients retain important details, increasing adherence to their care plan and supporting a smoother recovery.

**59% of patients are unsatisfied with information on who should be contacted with questions when health problems arise post-appointment. Make sure your patients are well-informed with aftercare directions and key contact information.<sup>(5)</sup>**



# Chapter Two

## How Improving Communication and Patient Outcomes Relieves Staff Burnout

With 46% of healthcare workers feeling burned out and 44% of healthcare workers considering a new job because of this burnout, alleviating staff stress is key to healthcare success.<sup>(1)</sup> When healthcare workers have digital signage to support them in providing patients with key health information and facility navigation, they can provide more personal interactions to ensure positive patient experiences and outcomes.



Here are some ways digital signage can **alleviate staff burnout:**



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## Reducing Repetitive Tasks and Patient Questions

Nobody likes repetitive tasks and as these tasks pile up for healthcare workers, they have less energy to show patients how much they care. Relieve the burden of menial tasks and simple questions by empowering patients with easily accessible information.

- **Automated Information Delivery:** Digital signage displays key information, including visiting hours, department locations, aftercare instructions, and health tips, in high-traffic areas. By providing answers to frequently asked questions, signage reduces the need for staff to respond repeatedly to similar queries.
- **AI-Powered Assistance:** With AI integration, digital signage can handle basic inquiries and assist patients in finding the right locations, understanding hospital policies, and accessing general health information. This AI-powered support alleviates the workload for the front desk and nursing staff, who can focus on more complex, patient-specific needs.

## Streamlining Communication and Enhancing Patient Education

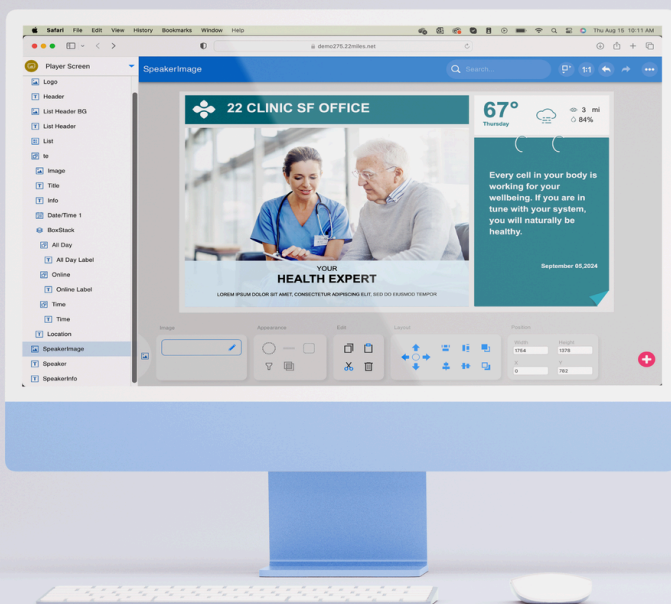
Digital signage with effective patient education and clear communication is a proactive way to prevent draining valuable time and energy from staff. Digital signage in waiting rooms and patient areas also ensures that patients and families have easy access to important information, leading to better patient engagement.

- **Content Management Flow:** With a centralized content management system, staff can instantly broadcast updates—such as policy changes, new safety protocols, or health alerts—throughout the facility. This reduces the administrative workload and ensures important messages reach everyone quickly and effectively.
- **Clear Patient Instructions:** Digital signage in patient rooms or waiting areas reinforces key aftercare instructions, reducing the need for staff to repeatedly explain details.
- **Patient-Centered Content:** Digital signage empowers patients with educational content about their health conditions, treatments, and recovery plans. Informed patients are more engaged in their care and make fewer requests for basic information.
- **Promoting Wellness and Preventive Care:** Preventive care messaging, such as tips for staying healthy or managing chronic conditions, can lead to healthier patients and reduce complications. This helps relieve the pressure on nursing and medical staff, who may otherwise be stretched thin.

## Improving Workflow Efficiency and Reducing The Cognitive Load

Automated and strategic workflows alleviate common bottlenecks by managing patient expectations, ensuring consistent information, and providing staff with useful resources. By optimizing communication with digital signage and content flow control, facilities can keep everyone informed for a more organized, less stressful environment.

- **Centralized Control of Messages:** With a single platform to manage all facility signage, staff can easily update messages across the hospital, saving time and eliminating the need for manual updates.
- **Consistent Communication Channels:** Digital signage provides a standardized way to share information, reducing the cognitive load on staff by ensuring everyone has access to the same accurate, up-to-date details.
- **Staff Resources:** Digital signage can be used to share mental health tips, self-care resources, employee recognition, and internal updates, helping staff feel supported and informed.



# Chapter Three

## Trends in Digital Signage for Healthcare

These emerging trends in digital signage technology are reshaping the healthcare environment, making it more responsive, patient-centered, and efficient. Adopting these advancements, will enhance patient experiences, reduce staff workload, and create a more connected, interactive facility. Plus, your healthcare facility will be ahead of the curve, setting yourself apart from other hospitals.

**AI Integration:** Through AI, digital signage offers real-time, conversational responses to frequently asked questions, like directions to specific departments, hospital policies, or even basic health-related information. This technology not only mimimizes the workload on front-desk staff but also ensures that patients receive immediate, accurate information, enhancing their overall experience.



**Interactive and Self-Service Kiosks:** Patients can use these self-service kiosks to explore available services, search for specific departments, and request information digitally. This interactive experience minimizes the need for physical interactions, making it faster and more convenient for patients to find what they need, so staff to focus on patient care.

**Mobile Capabilities:** By scanning QR codes displayed on signage, patients can download important information, save directions, and connect to patient portals for additional resources and engagement. This mobile-friendly approach enhances the accessibility of information, allowing patients to stay connected and informed at all times.

# Chapter Four

## How 22Miles' Patient-Centric Digital Signage Enhances Patient Outcomes and Alleviates Staff Burnout

Healthcare staff burnout has reached critical levels. Staff is stretched thin and struggling to meet the high demands of patient needs. This creates a festering environment of stress when patients also arrive at your healthcare facility anxious and eager for compassionate, responsive care. This intersection between the burnout among staff and the frustration among patients calls for a solution that can support and enhance the experience for both groups.

With 22Miles, healthcare facilities gain a digital signage partner that functions as a super employee, addressing these challenges and bottlenecks with quick communication, navigation guidance, and key medical information. Plus, 22Miles Digital Signage Content Management System (CMS) also does the heavy lifting for your team with automated workflows and real-time updates across departments, ensuring consistent, accurate information without the hassle of manual changes.

Our mission is to empower organizations to elevate their internal and external communications. We achieve this through cutting-edge digital signage, intuitive wayfinding software, and AI-powered solutions. With nearly two decades of commitment to healthcare facilities, staff, and patients like yours our scalable solutions are tailored to the unique needs of your industry.

[Book a Demo](#) today to discover how 22Miles can reduce your staff burnout and improve patient outcomes.

- Flexible Solutions for Your Unique Vision
- A Platform that Scales with You
- Reliable Tech Support
- Hardware Agnostic
- On-Premise & Cloud
- On-Premise & Cloud
- Extensive Native Integrations
- Comprehensive Content Flow Control
- Hundreds of Pre-Built Templates
- Always Mobile-Enabled