

DOCTORS HOSPITAL

EMC signs alert and advertise for
Doctors Hospital of Sarasota.

*Electronic messages serve patients with
time- and life-saving communications.*



INFINITY-RGB: 10mm pixel pitch (3'-5" x 9'-8")



LED DISPLAY TECHNOLOGY

LED display signs are helping the healthcare industry market themselves to patients and the communities they serve. For example, the signs may notify the community about special events, achievements and awards; introduce new providers; show healthy lifestyle content; and post health screening reminders and wait times.

Challenge

Doctors Hospital of Sarasota (Doctors) serves Florida's Sarasota and Manatee counties by meeting the growing and changing healthcare needs of the communities within them. During a recent expansion, the facility's administrators wanted a communications vehicle to replace stagnant, old reverse channel neon letter signs, which prevented instantly updating information.

The facility sought to display up-to-the-minute messages, particularly to inform patients about Emergency Room (ER) and walk-in clinic wait times, which would help reduce phone inquiries.

Solutions

Doctors' administrators got in touch with Dave Roth,

owner of North Port, Florida-based Rothco Signs & Design, Inc. After meeting with the team to learn about goals for these signs and determine municipality sign mandates, Roth began the design process. He knew that incorporating LED Electronic Message Centers (EMC) would be the ideal technology to meet the hospital's needs.

Armed with information, Roth designed two 75-square foot monument signs to market hospital services and assist guests with wayfinding. The outdated reverse channel neon letter signs, structures and concrete were removed so the new pylon signs could be installed in the same area. Each 15-foot high sign features aluminum cabinets, curved roofs and stair step bases, with one sign double the width of the other.

The Hardware

Roth sourced the LED displays from California-based Optec Displays, Inc., and selected Optec's Infinity Series because of its pixel pitch versatility and screen zoning capabilities.

One of the signs that is over 12-square feet wide features a two-sided Infinity RGB Series 10mm model



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– the first of its kind for the area at that time. The 96 x 288 LED pixel matrix display boards are installed next to internally illuminated emergency displays. One year later, the sign was relocated to the hospital's main entrance. A new 22-foot wide sign was installed in its place featuring double-faced Infinity SMD Series 8 mm EMC displays with 120 x 320-pixel matrix display boards located above emergency displays. Another achievement for Rothco and Optec Displays is that the 8mm display was the first unit installed in the U.S. for the manufacturer.

Software & Connectivity

The EMCs utilize Optec's M.E. Pro Plus software that features content zoning. The signs are installed at the entrance and market the hospital's services, assist guests with wayfinding, and display up-to-the-minute wait times and other important information.

Optec's EMCs are controlled via cell modem and the content can be changed from anywhere, at any time. The unique feature syncs electronic programming to four EMCs installed on two signs allowing the hospital to broadcast wait times in bold red numbers and advertise Doctors' award-winning emergency care. The displays also publicize a texting system whereby a simple numeric text message can be sent to receive the current average ER wait times, improving staff efficiency.

Results

The signs are installed near two busy roadways, alerting motorists to the campus entrances where the hospital is located. Roth created the best street image possible and connected it to appropriate forms of advertising for memorable impressions.

"Our design focus is on the sign's shape, color and what is communicated," said Roth. "For Doctors Hospital of Sarasota, Optec's LED screens provide the quality and flexibility necessary for high-copy visibility and easy changeability."

The Infinity Series has 281 trillion color processing and delivers clear resolution from the advanced LED performance. The products are also rated at a 100,000-hour average lifetime and perform in fluctuating temperatures, including the heat and humidity for which Florida is known.

"We have received a lot of positive comments on the signs; they really turned out great," said Valerie Powell-Stafford, MHSA, FACHE, chief operating officer, Doctors Hospital of Sarasota. "The LED displays enhance visitor experience in positive, productive, timesaving ways," continued Powell-Stafford.



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