

# HEALTHCARE

## Just What the Doctor Ordered.

Inform, direct, and enrich communities, staff, and patients with spectacular LED displays.



Worldwide Headquarters  
1700 S. De Soto Place, Ontario, CA 91761 USA  
Phone: +1.800.876.1668 Fax: +1.626.369.7858  
[www.optec.com](http://www.optec.com)

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

## Build a Healthy Reputation

Digital signs will attract new patients and brand your location. Promote the benefits offered to your community by posting health screening reminders or educational events, keeping your community informed and engaged. Advise the public about services they may not be aware your facility provides. Display up-to-the-minute emergency room wait times. Adding digital signs to your location will help your organization build trust in the community by serving as a landmark for useful information.



75% of those viewing a digital sign in the hospital could recall at least one message.

## Indoor Engagement

Offer a warm and inviting welcome to visitors at the lobby entrance, provide eye-catching way-finding information, or engage patients in your waiting rooms. Indoor digital signs are extremely effective in providing visual communication throughout a healthcare facility. Display doctor profiles and information about facility amenities. Promote upcoming educational events to increase attendance/participation. Diversify your outreach to the public with easy-to-use indoor digital signs that capture the attention of everyone who sees them.



Digital signage improves queue management and reduces perceived wait times by more than 35%.

## Simply Secure

For over 35 years, Optec has advanced LED sign technology -- building a reputation for quality LED signs with spectacular color, brightness, and clarity. Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Keeping the vital information entrusted to your institution protected and secure is a priority for Optec. Optec brings years of experience working with IT teams at healthcare facilities to provide safe and secure communication options that simplify managing digital signs.



27% of patients found doctors via digital messaging.



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