

Healthcare Goes High-Tech

What's driving tech adoption,
and how one hospital benefits
from digital signage.



What's Driving Digital Signage Adoption in Healthcare

Digital transformation is accelerating in the healthcare vertical, which has lagged behind other industries in adopting digital technologies. In fact, a recent study by Deloitte found that over 70% of health system leaders reported that investments in digital platforms are a top priority.

Recent Polaris Market Research expects the healthcare digital signage market to grow at a compound annual growth rate of 13.5%, projecting a jump from about \$8.7B in 2026 to \$20.85B by 2034.

The main drivers contributing to this increased investment include:

01 Workforce Shortage

The World Health Organization estimates a shortfall of 10 million health care workers by 2030. This shortage, combined with constrained budgets, has led healthcare systems to seek out automation and the digitization of data to save time and money.

02 Consumer Expectations

Patients and visitors expect their healthcare facilities to match their digital expectations. Deloitte's survey found that 72% of healthcare executives listed "improve consumer experience, engagement, and trust" as a priority.

03 Security

With the growing adoption of digital technology comes the increased risk of cyberattacks. 78% of Deloitte's survey respondents said enhancing cybersecurity is a priority. Outdated systems have a higher risk of security vulnerabilities, which is dangerous with the amount of personal information shared with hospitals.



How Digital Signage Can Make a Difference



As more healthcare facilities invest in core digital technologies like electronic medical records and enterprise resource planning software, the need for a unified communication platform grows. Digital signage systems that integrate with hospital data systems and offer cloud-based centralized management can meet that need.

The result is a real-time display technology that meets both staff and patient expectations in a variety of ways:

- Improved navigation through digital wayfinding, which reduces staff time spent giving directions and better the consumer experience.
- Streamlined staff and patient communications through a connected system.
- Increased patient education and engagement through the timely delivery of health and other information, which also leads to a reduction in perceived wait times.

- Amplified brand awareness thanks to entrance signs and welcome messaging.
- Strengthened security through up-to-date software with safeguards like multi-factor authentication, single sign-on, role-based access control, encrypted or dedicated cellular connectivity options, and more.

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Case Study

Sarasota Memorial Hospital

One of the largest public health systems in Florida, Sarasota Memorial Health Care System (SMH), includes two hospitals as well as a state-of-the-art cancer care center and a network of outpatient centers, urgent care centers, laboratories, diagnostic imaging and physician practices, nursing and rehabilitation centers, and more.

The system's flagship 897-bed campus, Sarasota Memorial Hospital-Sarasota, has been consistently recognized as one of the nation's best hospitals. SMH continued its legacy of excellence with the opening of Sarasota Memorial Hospital-Venice in 2021.

SMH wanted to find a way to promote the system's reputation and services as well as real-time information. They settled on digital signage as a communication device, and they have worked with Optec Displays, an approved vendor of SMH that offers not only outdoor displays, but lighting and indoor displays as well.

The first digital display was a 12mm pitch, which was put up at the entrance to SMH's flagship Sarasota hospital as part of a uniquely designed monument sign that also includes some wayfinding. Over the years, the display has gone from a 12mm to a 10 mm and now to a 6mm. The Infinity HB-SMD sign has a 288-by-432-pixel display and stands 6-foot, 4 inches-by-9-foot, 6 inches. The increased resolution has allowed the hospital to share more detailed and clear messaging to passersby on the busy interstate.

With the changeover to a 6mm pitch, SMH also moved to using Optec's M.E. Pro Plus cloud software. The new software gives them better visibility, control, and security, and it also allows for multiple users to view and update the sign from anywhere.

SMH also opted for digital signage at its Venice location, and it now boasts a 6-foot,



(Top) The 6mm digital display at the entrance to SMH's flagship Sarasota location.

(Right) The 10mm display at SMH's Venice location entrance.

“HEALTHCARE IS UNDER MORE PRESSURE THAN EVER TO MODERNIZE.”



4-inch-by-9-foot, 6-inch sign with a 192-by-288 pixel display.

The 10 mm Infinity HB2-SMD display sits at the hospital's entrance and also uses Optec's M.E. Pro Plus cloud software. Now hospital staff can update both the Venice and Sarasota signs from one centralized system while enjoying robust security protocols.

The hospitals now use their digital signage to share everything from awards and certifications to holiday messaging to emergency alerts to

information about their services and facilities.

"What's been most rewarding about our work with Sarasota Memorial is watching their communication capabilities evolve alongside their growth," said Shawn Klinger at Optec Displays. "Healthcare is under more pressure than ever to modernize — to meet rising consumer expectations, close communication gaps caused by workforce shortages, and do it all securely — and SMH has been ahead of that curve."