



HealthLink

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What you need to know...

3 Secrets to Effective Digital Signage Nursing Communications

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Relevant messaging delivered at the point of care via the right digital signage medium can reinforce discipline and “process”—so vital to providing quality patient care. Hospitals cannot afford to miss this opportunity to engage clinical staff in nursing units and employee break rooms, among other locations, where employees work, eat, and congregate. Here are 3 secrets you need to know about the effectiveness of using the right digital signage communications to connect with [nursing and clinical staff](#).

1. Delivering quality care is all about adhering to “process.” The right messages can reinforce process and encourage discipline for clinical staff. Without the right communications tools in clinical units, priorities get lost and messages become mixed, as individuals receive and perceive information differently. Miscommunication happens frequently when email, post-it notes, and taped-up signs get overlooked. Verbal messages can become skewed. And, according to AHRQ, “improved staff communication affects the patient experience.”

Relevant digital signage messaging that conveys the importance of giving accurate discharge instructions can be delivered at the point of care and acted upon in real time. Conveying statistics about hand hygiene compliance progress and visually portraying the correlation between hourly rounding and preventing falls have a significant impact on patient safety. Access to a digital signage content library with messages relevant to clinical staff (sourced and clinically reviewed by your vendor-partner so you don’t have to) will be necessary for fresh and sustainable employee communications.

2. Targeted messaging can help reduce the risk of mistakes. Providing quality patient care always comes first. During busy shifts, handoffs during shift changes, and the introduction of new staff into the work place, mistakes can and do occur. Digital signage can help facilitate compliance and reduce the chance of error. For example, pain management is a critical component of nursing care. Messages showing actual pain management forms with highlighted areas pointing to those sections where mistakes tend to occur can guide and remind nurses of the proper way to fill in the information. These types of messages empower nurses to perform their jobs accurately, again helping to ensure patient safety.

3. Recognition is the ultimate motivator. According to AHRQ, the average nurse turnover rate is 20% and the cost of hiring and training a new nurse, \$70,000. The top reason, after retirement, as to why a nurse leaves a position is because of working conditions, and more specifically, stress. With a stronger means of connecting to nurses, digital signage communications could help reduce stress by letting employees know their contributions do make a difference. Add some humor to messages and watch the tension slip away.

Leadership can play a significant role by using digital signage to engage staff on a more personal level by delivering their own messages directly. Recognizing employees with their photographs in a visual public forum is a strong motivator. Messages that announce certifications earned, welcome new staff, highlight success stories, and show photos of employees' pets, among others, can make a difference. The most engaging digital signage programs will incorporate "need to know" with "want to know" information. Imagine, the ability to retain just one nurse could be the justification you need to get your digital signage project approved!

[Click here](#) for more information about "What you need to know in planning, budgeting, and implementing healthcare digital signage."