22MILES
DIGITAL SIGNAGE & WAYFINDING

Enhancing Communication and Patient Care through Centralized Content Flow Control

The Challenge: Content Management in Healthcare

Healthcare organizations, whether large hospital networks or individual care facilities, face a major challenge: ensuring effective, coordinated communication that reaches both patients and staff. In an environment where real-time updates on patient care, safety protocols, and critical health information are vital, many healthcare facilities still struggle with fragmented messaging. The lack of centralized control over digital systems and the absence of clear, consistent communication leads to inefficiencies that negatively impact patient experience.

The Solution

A robust content management solution is needed, one that not only enables centralized control over messaging and branding but also provides flexibility for individual facilities or departments to tailor content to their specific audience. This is where 22Miles' and our Content Flow Control capabilities come into play, offering a comprehensive system to streamline digital communications and enhance operational efficiency throughout healthcare networks.

How It works

We start by working closely with your project management team to thoroughly understand the digital signage landscape within your healthcare network. This includes an in-depth assessment of each facility's unique needs, ranging from large hospital networks across state lines to outpatient clinics and administrative offices.

Our approach considers all use cases, from facilitating easy navigation and providing patient education in waiting rooms to delivering critical updates within departments. This ensures that our Content Flow Control strategy is seamlessly aligned with your operational and communication goals. Our system allows for centralized control of vital network-wide updates while empowering individual departments to tailor their content for relevant audiences. This dual approach guarantees that all communications are consistent and timely.

Our expert project managers will design a customized Content Flow Control system that balances centralized messaging with localized autonomy. Throughout the implementation process, our project management team remains actively engaged, providing dedicated support and training to your staff to ensure a smooth transition and ongoing success.

One Content Management System (CMS):

- A unified CMS allows all departments to manage digital signage content from a single platform, ensuring consistent branding and messaging across the healthcare network.

- The central control team can create master content, such as emergency alerts or health campaigns, and distribute it seamlessly across all screens.

Tailored Solutions for Each Department:

- Departments have unique content needs and budget constraints. The main institution sets up the account, while each department receives tailored access and permissions.

- Master templates are accessible to all users and administrators can assign varying levels of permissions, providing flexibility and control over who can create, edit, or publish content.

Hierarchical Template Design:

- Content templates are structured in tiers, accommodating different levels of access and content needs.

- While one department may design the overall look, it gives control to other departments to manage localized content.
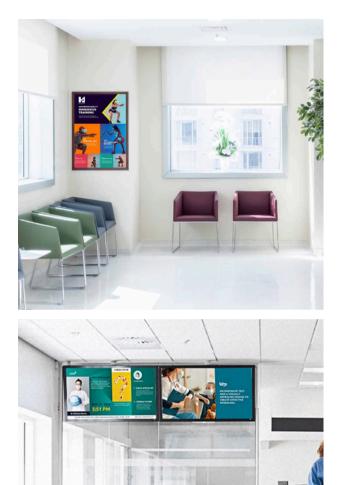
Centralized Messaging:

- Ensures unified messaging across all screens when needed, such as emergency notifications or system-wide updates.

- Localized teams can still customize portions of the content, making it ideal for marketing communications that require broad messaging with localized adaptations.

Content Management Scheduler:

- SStreamlined scheduling simplifies the updating process, reducing the need for manual intervention and minimizing errors.

- Integrated coordination and automation further enhance efficiency, allowing staff to focus on delivering patient care rather than managing content updates.

Improved Patient Experience:

- Tailored messaging for waiting rooms, lobbies, and patient rooms can provide important information, reduce perceived wait times, and enhance overall patient satisfaction.

Enhanced Staff Communication and Coordination:

- Streamlined communication for staff with screens in break rooms or near nurses' stations for critical updates and policy changes, ensuring everyone is informed.

Emergency Preparedness and Safety:

- Ensures all content adheres to healthcare regulations, including ADA compliance, accommodating a wide range of accessibility and disabilities needs.

Compliance Regulations:

- Centralized control allows rapid deployment of emergency alerts across all screens, critical for ensuring patient and staff safety during incidents such as fire drills or lockdowns.

Reduced Operational Costs and Increased Efficiency:

- Automated scheduling and content management reduce the need for manual updates, lowering operational costs and freeing up staff to focus on core responsibilities.

Why 22Miles

22Miles' Content Flow Control offers a powerful, flexible, and scalable solution specifically designed to meet the needs of expansive healthcare networks. By striking the perfect balance between centralized oversight and localized customization, 22Miles enables healthcare providers to maintain consistent branding and regulatory compliance while allowing each facility to address its unique communication needs. This tailored approach ensures that critical, timely, and relevant messaging reaches the right audience, enhancing patient experiences, improving staff coordination, and driving overall operational efficiency across the entire network.

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