



The Quick Start Guide to Creating Digital Signage Content for Your **Healthcare Facility**

The immense benefits of digital signage for staff, patients, and visitors: the practice can't be ignored. The benefits that using healthcare digital signage in your facility provides:

- Easy navigation
- Better patient experience and satisfaction
- More informed patients and visitors
- Stronger brand loyalty
- Boost patient engagement
- Lessen waiting time and missed appointments
- Support revenue initiatives

While digital screens serve as the medium, content shapes experience and inspires action.

Knowing the tools and best practices for creating compelling content is vital. You can be something other than a design expert to develop and implement them.

Creating Digital Signage Content for Your Healthcare Facility

Understand your audience

Your audience has different needs. It's vital that you clearly define your audience before you create the content. Make sure that the content speaks directly to them. Otherwise, they won't pay attention at all. For instance, you can show childcare-related content on digital signage in waiting rooms near pediatric clinics. Suppose most patients in one area of your facility are adult patients; you can display content they are interested in. Create content that will benefit your specific audience and patients.

Remember, your audience decides what content it will consume, when it wants to consume it, and where. Your brand should be ready for them with the right content at the right time and in the right place.

- Carlijn Postma

Create an editorial calendar

The good thing about digital signage is that you can easily change the content. Thus, we recommend updating the content regularly to keep it fresh, relevant, and timely. Start by taking note of every event, holiday, and season for the whole year. Make sure to include hospital events such as conferences, medical missions, etc. From there, you can start creating an event calendar—and set reminders for when to update your digital signage. Also, list every resource you need to make the content.

Here is a useful [link](#) where you can download an annual editorial calendar template for Excel.

Consider different content mediums

With the flexibility of digital signage, you are unrestricted to plain text. It's time to showcase your creativity with several types of content. Your digital signage content can include graphics, video, animations, clips, sounds, interactive media, and other formats. This way, your audience will stay interested in the display on each screen. Take note of when and how you will use those different mediums in your digital signage playlist.

Purposeful visual content can have a dramatic impact on results

- [Matthew Dunn](#)

Set a plan to repurpose

There are several sources of content that you can show on a digital signage screen. You can also repurpose that content for multiple platforms, which is an excellent way to develop messaging consistency. Repurposed content makes it easier for people to understand the message. You can use one type of content in multiple ways. For example, you can use health news or a video from your website to display on the screen. Or, you can repurpose images on your digital screens for your blog or newsletters.

Repurpose existing information into a new piece of content. This includes dividing big content into smaller content chunks and collecting smaller content into longer content.

- [Heidi Cohen](#)



Provide bonus content

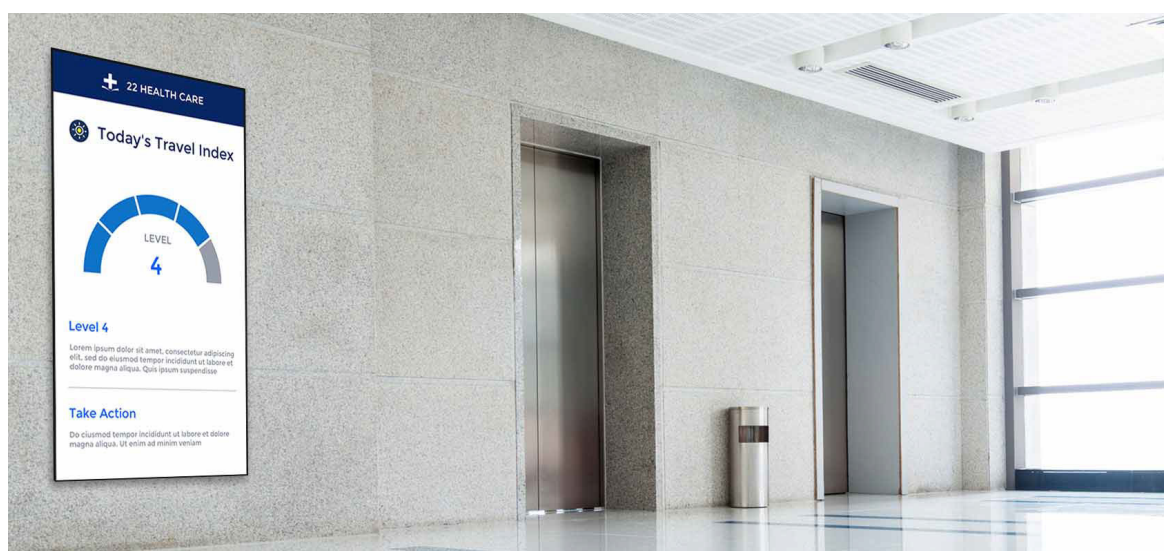
When creating content, make it your goal to attract people to pay attention to what is on the screen. It performs best when displayed in an arrangement that creates interest. It would be best to enhance your digital signage with features such as news tickers, branded frames, social media feeds, etc. As you design your content, take note of extra spaces where you can add bonus content. Keep your screen real estate manageable, so the main messages take center stage. Elegant, eye-catching content is effective for every sign in every market.

A survey by FedEx found that almost eight in 10 (76 percent) American consumers enter a store they have never visited before based on its signs, and nearly seven in 10 (68 percent) have purchased a product or service because a sign caught their eye.

Include calls-to-action

Lead and guide people to act on your message. Use your digital signage as an opportunity to inspire and motivate your audience. Say it on a screen when you want your audience to do something. They will only pursue action if you don't let them guess what steps to take. For instance, tell them to check your patient kiosks. Or, if you share content related to wellness, remind them to schedule their preventative care. If you have fundraisers or charity drives, lead them to where they can donate.

A CTA or call to action is an instruction designed to provoke an immediate response from the audience. The key to a powerful call to action is to provide users with compelling reasons to act promptly rather than defer action.



13 Types of Content to Include in Your Digital Signage Playlist

There are numerous types of content you can display on your digital signage. Among these are:

- 1. Healthcare events:** Share special events that your practice or healthcare facility has for the entire year.
- 2. Health-related information:** Engaging, informative, and fun health tips and information can turn a stressful day into a positive one. Add trivia to engage and educate your audience.
- 3. Patient-generated content:** Show how much you value your patients. Ask permission to some of your patients or their loved ones. Share their stories, congratulate them for giving birth, etc.
- 4. Other health services and promotions:** Most patients need to become more familiar with every service in your facility. Use your digital screen to promote these offerings to create interest. It can be a birthday wellness package, free bone screenings, etc.
- 5. Seasonal reminders:** Anticipate the change of the season with related healthcare initiatives. For example, the importance of flu shots during winter, health care tips during spring, wearing sunscreen and protection as they enjoy summer, getting ready for school sports in the fall, etc.
- 6. Personal connection:** Let your patients see a different aspect of your practice. You can share how you started, your inspiration, your involvement in the community, get-togethers with hospital staff, and much more.
- 7. Staff introductions:** Share introductions of your critical facility team with your patients. This helps establish the connection and trust with everyone in the hospital.
- 8. Procedure overview:** Ease the worries and concerns of patients. Give them an idea of what to expect during their appointments. Explain the procedures briefly and help them see the benefits that each procedure will bring to their life.
- 9. Healthcare initiatives:** Educate your patients and visitors on every national healthcare campaign, event or activity. Use this to promote healthcare awareness days, weeks, and months.
- 10. Home health care tips:** You can share several health and wellness tips that will improve your patients' lives. If they are taking care of themselves at home, share access to caregiver resources or tips to help them do their activities safely.
- 11. Preventive care information:** Remind patients to schedule their screenings and immunizations. Highlight how these will improve their health and prevent them from having significant illnesses.
- 12. Better health information:** Highlight the importance of taking control of one's health. Share content that meets their needs that will help them understand specific services and behaviors to adapt.
- 13. Patient portal promotions:** Introduce Electronic Health Records (EHR) to patients and caregivers. Highlight the benefits and the impact that it will bring

Digital signage content is as essential as your installed digital signage system. As you start creating the content playlist for your healthcare facility, remember the impact it will bring to your patients, visitors, staff, and practices.