

# FUTURE-PROOFING DIGITAL SIGNAGE AT IMED HOSPITAL



SpinetiX was at the heart of the 105-screen digital signage installation at IMED in Spain. The installation delivers on improving care and corporate image, and is a scalable and future-facing solution with reduced operating costs thanks to IMED, Medip Health, and Masscomm. SpinetiX Elementi was the software choice for content creation, and all screens are powered by SpinetiX HMP players.

IMED Hospitals is a private healthcare group based in Spain. It currently has three hospitals and two polyclinics with more than 1000 professionals on staff. The new IMED Valencia hospital is located in the northwest of Valencia. 185 rooms are spread over eight inpatient units featuring cutting-edge design and equipped with the latest technological advances in medical care, entertainment, and well-being.

## CHALLENGES

In order to improve communication with patients, hospital management decided to create a communication channel to show patients relevant information about the hospital and its services, as well as to spread the word about disease prevention drives and health advice. IMED Valencia's IT department chose the solution proposed by Medip Health to design the hospital's digital signage. This solution came with the guarantee of a technology company specializing in the development and implementation of multimedia services in the healthcare sector that collaborates with hospitals to improve the quality of life of hospitalized patients and optimize healthcare and hospital management. The basic premises on which the project was built are:

- 70 screens capable of uninterrupted operation 24 hours a day, 365 days a year, had to be supplied and installed
- It had to be possible to manage and configure players and load content remotely
- Creating and modifying content had to be quick, simple and centralized at IMED's offices in Alfaz del Pi (Benidorm, Spain)

- The new system had to be compatible with the existing signage system at IMED Elche, with 45 screens installed, 12 of which form 3 video walls
- An optimal architecture would have to be designed to automatically update player content, taking the existing network resources into consideration
- Furthermore, there was also a need to be able to expand the project by integrating functionalities into facilities at IMED Torrevieja, with a total of 6 screens.

## SOLUTIONS

As the company responsible with installing the new signage system at IMED Valencia and IMED Torrevieja, Medip Health chose the digital signage solution offered by SpinetiX, as it did previously for IMED Elche. Specifically, when choosing new players, the company opted for the HMP300 model to work alongside the HMP100 players already installed at IMED Elche. For content editing, SpinetiX offers a desktop software solution Elementi, which is distributed via licenses. In this case, the Elementi X license was chosen because, among other things, it enables users to manage an unlimited number of players, or load content to network drives.

## RESULTS

**Improved care and corporate image:** IMED hospitals are characterized by impeccable patient treatment and surrounding their patients with high quality standards in all aspects. The communication channel created by the network of signage screens allows the hospitals to present information on health drives and product offers, as well as general info that could be of interest to patients.

**Reduced operating costs:** Editing content is intuitive, quick and easy. Content templates have also been created that integrate with the tools currently used by the company and feed into the company's other communication channels, such as its web page or RSS feed.

**Scalable and future-facing solution:** Medip Health has already installed 45 screens at IMED Elche and, in this second phase, it completed the system with 60 screens at IMED Valencia and 6 at IMED Torrevieja. This increase in the number of screens was an update that has benefited the existing infrastructure. Furthermore, the working methodology at an operational level is similar but more efficient, thanks to a training plan adapted to IMED's specific needs. The solution is scalable, to increase the number of screens in the hospital in the future, without an increase in central infrastructure or operating costs.