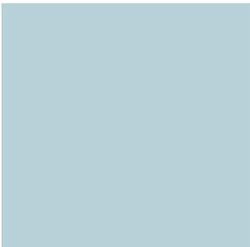# Digital Media in Healthcare:

Enhance Patient Experience and Lower Costs

# Digital Media in Healthcare:
## Enhance Patient Experience and Lower Costs

The Cisco Digital Media Suite is a comprehensive offering of webcasting and video sharing, digital signage, and business IPTV applications. You can use it to centrally manage the delivery of education and training to patients and clinicians. Benefits include more efficient resource allocation, higher patient satisfaction, and greater convenience for clinicians and staff.

### What You Will Learn
Healthcare organizations face the competing demands of delivering high-quality care and reducing labor costs. You can address both with one investment in the Cisco® Digital Media Suite:

· Reduce labor costs by delivering information with digital media.

· Differentiate the patient experience by giving patients options for watching pre- and post-procedure videos, providing entertainment, and educating patients about healthy lifestyles.

· Enhance direct care by educating patients using digital media.

· Provide video training on healthcare guidelines.

· Improve emergency communications by quickly disseminating emergency alerts and codes in all or select locations.

### Challenge: Increase Competitiveness While Containing Costs
To thrive in today's competitive healthcare environment, you need to improve the patient experience and better allocate scarce staff resources to deliver care.

The patient experience is more important than ever. Patients increasingly consider the care experience when they select hospitals and physicians. They want easy access to complete information about their procedures. And patient ratings of hospitals and physicians are widely available online, an extra incentive for you to deliver a positive experience that patients will remember.

Consider just one type of inefficiency that is common in many hospitals: the use of TVs for patient education and instructions. Today most hospitals use TVs on mobile carts to show pre operative and treatment education videos, as well as discharge instructions. Finding a TV cart takes time while patients wait. Nurses spend additional time documenting that patients have received discharge instructions. Maintaining a library of DVDs on different topics and in different languages is a growing part of the staff workload.

### Solution: Use Cisco Digital Media Suite to Optimize the Patient Experience and Clinical Workflows
The Cisco Digital Media Suite is a comprehensive offering of webcasting and video sharing, digital signage, and business IPTV applications. You can use it to centrally manage the delivery of education and training to patients and clinicians. Benefits include more efficient resource allocation, higher patient satisfaction, and greater convenience for clinicians and staff.

### Inform and Empower Patients
Ready access to information about procedures helps increase patient satisfaction. With the Cisco Digital Media Suite, patients can watch instructional videos over the network on Cisco Cast in their rooms or a waiting room, in a variety of languages. This can save the costs of personal translators or dedicated instructors. Patients can watch at home, using Cisco Show and Share, to prepare questions for their physicians. The option to watch multiple times benefits patients who are nervous or physically uncomfortable during the first viewing. And the Cisco Digital

Media Suite logs all sessions, automatically documenting when patients receive discharge instructions.

### Improve Hospital Communications

Using Cisco Digital Signs and Cisco Cast in lobbies, waiting areas, cafeterias, staff lounges, and nursing stations can save labor costs and enhance the patient experience:

· **Disseminate emergency information:** Display exit instructions on digital signage. Distribute alerts, asset movement violations, or security breaches on digital signage in staff areas. The Cisco Digital Media Suite can scroll alerts, notifications, and codes across the bottom of the screen while a video continues to play.

· **Provide directions to rooms and buildings:** Use wayfinding applications available from Cisco partners.

· **Advertise hospital information:** Publicize hours and services, blood drives, laboratory directions, and pharmacy location and hours.

· **Facilitate check-in and make the wait seem shorter:** Display check-in instructions to speed the registration and admissions process. Show helpful information on patient wait times, queue length, and status. Provide video education about nutrition, exercise, diabetes prevention, and more.

### Increase Staff Performance and Productivity
Clinicians and caregivers need ongoing training on new equipment and procedures, as well as regulations and best practices. In many hospitals, staff can watch training videos only in certain places and at specified times. This lack of flexibility interferes with direct patient care and also contributes to caregiver fatigue. A nurse who has just finished a hard shift may prefer to watch a mandatory training video at a more convenient time.

With the Cisco Digital Media Suite, clinicians and caregivers can take interactive, multimedia training at their convenience. Use it to deliver live or prerecorded training on topics such as:

· New equipment, ranging from IV infusion pumps and stents to adjustable beds and stretchers

· Evolving guidelines for aseptic techniques and other topics

· Compliance with mandates that can result in fines if not implemented, such as not leaving obstacles in the corridors

Staff can watch training videos on Cisco Cast in common areas or from a home or office PC using Cisco Show and Share. The Cisco Digital Media Suite management software creates a log showing who has taken training so that your hospital can demonstrate compliance.

### Improve the Work Environment and Patient Experience
After you invest in the Cisco Digital Media Suite for training and patient education, you can also use it in other ways to improve the work environment or patient experience:

· Display art or nature scenes in treatment waiting areas to create a soothing environment

· Display operating room status based on information from operating room applications

· Display locations of mobile equipment like wheelchairs and IV pumps, saving staff the time and effort of searching

### Solution Components
The Cisco Digital Media Suite has what you need to create, manage, deliver, and display digital content to Cisco Digital Signs, Cisco Cast, and Cisco Show and Share:

· **Create:** Digital Media Encoders convert audio and video sources to a digital format that you can transmit over the hospital network for video on the desktop.

· **Manage:** Cisco Digital Media Manager makes it easy to schedule content, set up live webcasts, import videos, and organize and publish the content for Cisco Digital Signs, Cisco Cast, and Cisco Show and Share. Different departments can use the software to schedule and control their own content, including who can access it.

· **Deliver:** Cisco Digital Media Players handle digital media content display and playback across the high-definition displays used for Cisco Digital Signs and Cisco Cast.

· **Display:** Cisco LCD displays provide a high-definition viewing experience and include built-in speakers.

A single, intuitive interface, the Cisco Digital Media Manager, is used to manage and design digital content, control user access, and manage system components, as shown in Table 1.

**Table 1.** One Interface to Manage, Design, and Distribute Content

| Manage Content | Design Content | Manage Access and Components |
|---|---|---|
| · Manage content assets and create playlists for Cisco Digital Signs and Cisco Show and Share<br>· Schedule instant and future content deployments and playback schedules for Cisco Digital Signs, Cisco Cast, and Cisco Show and Share<br>· Report on playback schedules for digital signage and video usage for desktop video<br>· Manage Q&A for live on-the-desktop video broadcasts<br>· Synchronize slides for live and on-demand events | · Customize screen layouts and zones for digital signage<br>· Customize and brand Cisco Cast skins and menus<br>· Customize and brand the Cisco Show and Share interface for webcasting and video sharing | · Control video viewing-permission levels<br>· Configure and manage Cisco Digital Media Encoders for Cisco Show and Share<br>· Remotely configure, manage, and monitor digital signage networks<br>· Manage event-based alerts and server appliances |

Using the Cisco Media Experience Engine 3500 (MXE), you can deliver practically any media file to almost any end device without worrying about the format. Cisco MXE 3500 extends the value of Cisco Digital Media Suite by enabling trainers or administrators to create content once, customize it as needed, and distribute it in the right format to play on Cisco Digital Signs, Cisco Show and Share, and mobile devices. The Cisco MXE 3500 takes in content from a wide range of video sources, including commercial video-editing software, and then transcodes it to most formats, including QuickTime, Windows Media,and MPEG-4. Easy-to-use editing and production capabilities let you customize content with hospital logo overlays, transitions, file clipping, and color and video quality enhancements to create a broadcast-quality video experience.

## Why Cisco?

Cisco combines leadership in video content delivery and long experience working with healthcare organizations. The Cisco Digital Media Suite meets your needs in the following ways:

- **Low total cost of ownership:** Using a single system to manage and publish digital assets for Cisco Digital Signs, Cisco Show and Share, and Cisco Cast reduces capital and operational costs compared to purchasing separate systems.

- **Video expertise:** Cisco has years of experience with video and has built a portfolio of business video technologies to help customers solve business challenges.

- **Corporate strength and stability:** Cisco is an established company that you can count on to support your solution as needs change.

- **Comprehensive services:** Cisco and our certified partners provide comprehensive service offerings to help design, deploy, and operate the solution as well as to consult on your content strategy. We also offer the Cisco Academy of Digital Signage, a global qualification program that teaches media professionals to create and optimize content for digital signage.

## Conclusion

Today's hospitals need innovative approaches to deliver an excellent care experience without increasing human resource costs. A single investment in the Cisco Digital Media Suite helps your organization by:

- Empowering patients to receive instruction at flexible locations and times

- Giving clinicians and caregivers the flexibility to take training and continuing medical education at their convenience

- Saving staff the time once spent finding and setting up mobile TV carts for patient education, walking to designated training areas, and documenting that patients have received discharge instructions

- Improving hospital communications, from emergency alerts to advertising

## For More Information

To learn more about the Cisco Digital Media Suite, visit:
www.cisco.com/go/dms

To learn more about Cisco Healthcare solutions, visit:
www.cisco.com/go/healthcare

To learn more about Cisco Services, visit:
www.cisco.com/go/services/digitalmedia

To learn more about the Cisco Academy of Digital Signage, visit:
www.cisco.com/go/dms/ads

To learn more about the Cisco Media Experience Engine (MXE), visit: www.cisco.com/go/mxe

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