

Nationwide Children's Hospital

Comprehensive Digital Solution for Leading Children's Hospital

The opening of Nationwide Children's hospital not only represented the opening of a new facility but the realization of a complete cultural shift in the organization's view of technology and information sharing. The primary goal was to improve hospital communication and eliminate the use of printed signs. The signage needed to facilitate easy staff and patient interaction and reduce visual clutter, while being aesthetically pleasing and energy efficient. Signage also needed to enable quick content updates while providing a variety of end user functions to meet staff and patient needs, from keeping the employee directory up to date to displaying cafeteria specials.







SignStudies > Healthcare

Service Offerings

Design Integration Dynamic Wayfinding Event management Fabrication Installation Service and Support

Product Applications

Custom Digital Signage Custom Digital Content

Solution Partners

Formation Design Group

About the Solution

ASI worked closely with the project's architects, environmental experts and graphic designers for over a year. To create a one-of-a-kind solution for the hospital's needs, ASI installed more than 100 Samsung screens throughout the facility, featuring energy efficient backlit LED LCD displays and interactive, touch screen displays. An additional 50 screens are being installed in 2013. Installing both front-of-the-house solutions, designed to communicate with patients and families, as well as back-of-house solutions, created for communications with staff was critical for the hospital to improve communications, streamline messaging and create a cleaner aesthetic.

ASI chose Samsung LED LCD displays because of their proven reliability under high traffic and utilization. The equipment was the most energy efficient and powerful available with remarkable warranties that assure the lowest amount of downtime possible in case of unforeseen outages. Interactive touch screens were incorporated to provide and update the hospital's wayfinding program, enabling families to interact with the map. ASI had to ensure that all installed digital signage, especially installations in the hallways and waiting areas, met ADA guidelines as well as ensuring that any signage information met HIPAA and firewall requirements. The project was accomplished on time and within budget. The digital signage resulted in clearer communication throughout the hospital by eliminating confusion arising from conflicting messages from individual non-coordinated signs.



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