

Health Assessment

Defining into the use of all three systems, it's needed to assess the needs of our internal and users

- Available communication of content
- Content types to display
- Required user behavior changes

When choosing platform, consider:

- Support and channel model
- IT Content workflow's relationship

Content Delivery and Automation

What do we need to get?

- Content delivery and automation
- Content delivery and automation
- Content delivery and automation

Rachel Butts, Program Manager

Children's Health

- Seventh largest pediatric health care provider in the nation and the leading pediatric health care system in North Texas
- Flagship hospitals: Children's Medical Center Dallas, as well as Children's Medical Center Plano, eight specialty centers, 20 Children's Health Pediatric Group primary care practices, nine Our Children's House rehabilitation facilities, home health, physician services and the Children's Medical Center Research Institute at UT Southwestern
- 6,110 employees and 1,006 Medical and Dental staff
- \$21 million charity score

For the purposes of this presentation, I will also discuss my experience at Kimberly-Clark

My New Challenge

Introducing digital signage with workflow

- End-user technology
- Content creation changes (media files, design review)
- Real customer experience and patient benefits
- Technical proficiency between Marketing, Communications and IT

Governance will set you FREE!

Governance creates boundaries that help both the end user and the channel manager feel safe

- What kind of content types do we share?
- Who creates the content?
- Who approves the content?
- How far in advance does content need to be submitted?
- How long can the content be posted?
- How do we make content contributors aware of this governance model?

Content Delivery and Automation

What do we need to get?

- Content delivery and automation
- Content delivery and automation
- Content delivery and automation

Success Metrics

Key performance indicators (KPIs) to track the success of the program

- Engagement with the content, measured as the digital footprint
- Return on investment (ROI) to show the financial impact of the program

Content

Content creation and management

- Content creation and management
- Content creation and management

Efficiency through Technology - Digital Signage

Needs Assessment

Before diving into the sea of solution options, it's prudent to assess the needs of your intended end users.

- Understand the behavior of content
- Content types to display
- Required user behavior changes

When choosing platforms, consider:

- Support (24/7/365 vs. 9-5)
- IT-Care maintenance relationship

Where do we begin?

Content strategy, design and content creation

- High engagement, administrative content, internal communication
- The end-user's path
- Content strategy, design and content creation

Rachel Butts, Program Manager

children's health

- Seventh-largest pediatric health care provider in the nation and the leading pediatric health care system in North Texas
- Operates hospital Children's Medical Center Dallas, as well as Children's Medical Center Plano, eight specialty centers, 20 Children's Health Pediatric Group primary care practices, four Our Children's House rehabilitation facilities, home health, physician services and the Children's Medical Center Research Institute at UT Southwestern
- 6,110 employees and 1,000 Medical and Dental staff
- \$5.1 billion charity case

For the purposes of this presentation, I will also discuss my experience at Kimberly-Clark

My New Challenge

Integrating digital signage with healthcare

- Healthcare technology
- Content creation and design (content, clinical, nursing)
- Data to generate insights and patient behavior
- Detailed and timely, seamless, meaningful communication user (U)

Governance will set you FREE!

Governance creates boundaries that help both the end user and the channel manager feel safe

- What kind of content types do we share?
- Who creates the content?
- Who approves the content?
- How far in advance does content need to be submitted?
- How long can the content be posted?
- How do we make content contributors aware of this governance model?

Content Delivery and Automation

How content is delivered

- Content management
- Content delivery network
- Content management system

Success Metrics

Key performance indicators

- Engagement
- Conversion
- Retention
- Churn
- Time spent
- Click-through rate
- Conversion rate
- Return on investment
- Customer lifetime value

Questions?

Kimberly-Clark

Contact: Rachel Butts

Efficiency through Technology - Digital Signage

Rachel Butts, Program Manager



- Seventh-largest pediatric health care provider in the nation and the leading pediatric health care system in North Texas
- Flagship hospital Children's Medical Center Dallas, as well as Children's Medical Center Plano, eight specialty centers, 20 Children's Health Pediatric Group primary care practices, nine Our Children's House rehabilitation facilities, home health, physician services and the Children's Medical Center Research Institute at UT Southwestern
- 6,110 employees and 1,006 Medical and Dental staff
- \$51 million charity care

For the purposes of this presentation, I will also discuss my experience at Kimberly-Clark

Where do we begin?

Good strategy begins with a problem to solve

● Digital signage can address many common internal communications issues:

- Too much email traffic
- Printing costs
- Access to technology across the workforce

Needs Assessment

Before diving into the sea of platform options, it's prudent to assess the needs of your intended end users

- Location/concentration of screens
- Content types to display
- Required user behavior changes

When choosing platforms, consider:

- Support (staff/agency) model
- IT/Communications relationship

Governance will set you FREE!

Governance creates boundaries that help both the end user and the channel manager feel safe

- What kind of content types do we share?
- Who creates the content?
- Who approves the content?
- How far in advance does content need to be submitted?
- How long can the content be posted?
- How do we make content contributors aware of this governance model?

Content Delivery and Automation

Now you are ready to ROCK!

- Interfaces, libraries, playlists
- Scheduling and syndicating
- Customizing content per location or specific audience



Success Metrics

Has your digital signage platform helped to solve the initial problem?

Are people engaging with the events/items promoted on the digital screens?

Are people requesting to have their content placed on the digital signage platform?

My New Challenge

Incorporating digital signage with wayfinding

- Touchscreen technology
- Constant location changes (constructions, clinics moving)
- Dual audiences (employees and patient families)
- Dedicated partnership between Marketing/
Communications and IT

Questions?

rachel.butts@childrens.com

@rbutts1981

Connect with me on LinkedIn

Needs Assessment

Before diving into the sea of solution options, it's prudent to assess the needs of your intended end users.

- Conduct a needs analysis of current content
- Content types to develop
- Required user behavior changes

When choosing platform, consider

- Support (24/7/365 vs. 9-5)
- IT-Care navigation relationship

Where do we begin?

Content strategy, layout, content, design, branding, user experience, etc.

- High-impact, high-visibility content
- High-visibility content
- High-visibility content
- High-visibility content

Rachel Butts, Program Manager

children's health

- Seventh-largest pediatric health care provider in the nation and the leading pediatric health care system in North Texas
- Operates hospital Children's Medical Center Dallas, as well as Children's Medical Center Plano, eight specialty centers, 20 Children's Health Pediatric Group primary care practices, four Our Children's House rehabilitation facilities, home health, physician services and the Children's Medical Center Research Institute at UT Southwestern
- 6,110 employees and 1,000 Medical and Dental staff
- \$5.1 billion charity care

For the purposes of this presentation, I will also discuss my experience at Kimberly-Clark

My New Challenge

Integrating digital signage with healthcare

- Healthcare technology
- Content creation (design, content, clinical review)
- Data to drive insights and patient behavior
- Detailed and timely, accurate, meaningful communication used?

Governance will set you FREE!

Governance creates boundaries that help both the end user and the channel manager feel safe.

- What kind of content types do we share?
- Who creates the content?
- Who approves the content?
- How far in advance does content need to be submitted?
- How long can the content be posted?
- How do we make content contributors aware of this governance model?

Content Delivery and Automation

How content is delivered

- Content management
- Content delivery
- Content automation

Success Metrics

Key performance indicators

- Content engagement
- Content delivery
- Content automation

Questions?

Let's discuss your content governance

Contact: Rachel Butts

Efficiency through Technology - Digital Signage