

# Creating Health Education Opportunities with Digital Signage



QueensCare Health Centers (QHC) is a nonprofit organization that provides healthcare to the demographically diverse residents of Los Angeles and neighboring Hollywood. Through their network of community health centers, the QHC team is striving to improve the health of their community with a new education program delivered through their digital signage network.

Los Angeles is home to an ethnically-diverse population, and for many English is not their primary language. Spanish, Korean, and Armenian languages are prominent, which can make it difficult to communicate with target audiences around needs and concerns specific to different ethnicities and cultural groups.

To create these public health campaigns, QueensCare Health Centers' Communications Manager Carmen Villanueva has implemented a digital signage network with screens in each of their waiting rooms in their health centers, all managed by the WovenManager Content Management System (CMS) from Wovenmedia.

QHC is currently programming 15 unique video channels with a wide array of premium content

"Right now, we have five health centers, with 2-3 waiting rooms in each location," explained Villanueva. "We have one screen per waiting room today, and will be growing the network next year, including adding screens in staff lounges and other locations."

Working with the WovenManager CMS, which provides access to a wide array of premium content, the QHC team is currently programming 15 unique channels with videos that provide seasonal, as well as "evergreen" educational messages that cover everything from flu season tips, to National Breast Cancer Awareness month programs, to diabetes management, and more.

One example shared by Villanueva is their well-woman screening program, which can literally be lifesaving for many. "While African-American women have much less propensity to get breast cancer, the mortality rate within this group is higher because of the tendency not to have regular screenings. We need to better educate our communities and help them get the care they need. Public health campaigns will be life-changing for us and for our patients," explained Villanueva.

One of the advantages to Villanueva and her team of utilizing content from Wovenmedia is that there

is no marketing agenda pushed through the videos. The WovenContent library is filled with premium videos that include lifestyle topics, cooking, sports, and entertainment, to name a few. According to Villanueva, much of the content that was previously out on the screens was pharma-funded, and that information isn't necessarily what is best for patients.

The digital signage network deployed by the health services provider utilizes BrightSign media players which are controlled by the WovenManager CMS. The QueensCare team runs the entire network remotely using the CMS, and is able to often troubleshoot and fix issues, such as rebooting players without having to send IS team members to the various locations.

According to Villanueva, the support provided by the Wovenmedia team enabled QueensCare Health Centers to quickly deploy the network across all of its locations and create programming that supports the educational goals. Moving forward, QHC will be able to develop and deliver many more channels and programs, with topics designed to educate and engage not only patients, but also QHC team members.

"In the short term, there are gaps in how we communicate with our patients, this digital signage network is helping to fill those gaps, allowing us to strategically build campaigns throughout the year and provide better education to our patients.

– Carmen Villanueva, Communications Manager

