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Hospital Employee Satisfaction Jumps 33 Percent with 'On Screen' Internal Communications



Using a centralized communications system powered by Netpresenter software and distributed via a network of digital signage and desktop monitors, The George Washington Hospital was able to improve employee satisfaction with internal communications by 33 percent.

indicated their appreciation for the establishment of one central tool containing hospital-wide information, the company said. Some of the staff did not have e-mail, but thanks to the screens near the elevators, they now have ready access to the latest internal and external news.

"We were looking for a solution that everyone in the hospital could access and that required no end-user training. Messages also needed to be easy to post. Finally, it had to reduce clutter by replacing posters and paper flyers," said Gretchen Tegethoff, GWUH chief information officer/director of information technology. "We found Netpresenter met all these requirements. It was also reasonably priced and used existing computer infrastructure, which made it an easy choice."

"GWUH clearly demonstrates what effective communication can do for organizations: improve hospital safety, gain and maintain patients trust and increase employee satisfaction significantly — as the internal research underlines," said Frank Hoen, Netpresenter CEO.

Broadcast Content

Broadcasts on all staff PCs and on the large screens in restricted areas include internal hospital news, urgent news such as IT upgrades expected to disrupt the workflow, news on drug issues from suppliers and a few healthcare news items automatically imported from an online news site.

The monitors in public sites are used to bring more marketing focused material to the attention of visitors and patients. The large flat screen in the lobby is used for broadcasting a welcome message to visitors as well as hours for the gift shop and cafeteria, among other information.

"Currently, we are preparing to start using the system's Emergency Alert functionality to alert staff in critical emergencies, such as fires, floods and evacuations," said Tegethoff. "The Netpresenter tool is documented as part of our emergency management plan."

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