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## George Washington University Hospital on top of Inauguration thanks to digital signage

• 23 Jan 2009

WASHINGTON, D.C. — The George Washington University Hospital, a Washington D.C.-based hospital just blocks from the inaugural festivities, reports it managed to stay on top of Tuesday's Presidential Inauguration using Netpresenter digital signage software to communicate with its staff. Updating staff via a mixture of interactive PC screensavers and digital signage presentations proved highly effective in the inaugural rush.

"I don't know how we would manage such an event without this tool. I thought you would want to know how Netpresenter played a part in the Presidential Inauguration," said Gretchen Tegethoff, chief information officer and director of information technology at George Washington University Hospital (GWUH), in an e-mail on the day of the Inauguration.

The Netpresenter communication and emergency notification software used by GWUH is the same as used for the cross medial, nationwide AMBER Alert system recently implemented in the Netherlands.

"We used Netpresenter extensively to communicate with the staff on Inauguration preparations and updates. On the day itself, all slides were exclusively for the Inauguration. We sent out security updates, sleeping arrangement details, command center instructions, and transportation updates." Tegethoff said.

"Taking communication with physicians and nursing staff, visitors and patients during such a critical event to the next level, The George Washington University Hospital sets a great example for other hospitals," said Frank Hoen, Netpresenter CEO.

GW Hospital recently announced the implementation of the communication method, based on Netpresenter communication software. The solution allows GW Hospital to inform and motivate staff, update visitors and patients and warn all with one single system. The messages are targeted to the audience or monitor location: the latest hospital and healthcare news is broadcasted on all 1,200 personal computer (PC) work stations as an interactive screensaver and on large monitors in the staff elevator bays. Targeted messages are also published on big screens in the visitor elevator bays, main lobby, and physician lounges. The solution also includes an emergency alert functionality to alert all in critical emergencies.

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