



## **ABSTRACT:**

**STREAM:** NURSES AND E-HEALTH

**SPEAKERS:** Cathy Johnson, RN, BHS, MI St  
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### **Digital Signage Technology: Communicating with a Diverse Nursing Workforce**

Nurses work in complex environments and have rapidly changing information needs. A key challenge we face as nursing informatics professionals is the creation of tools that facilitate communication and engage a diverse health care team. The Internet and other web-based multimedia technologies provide venues that allow us to promote nursing, educate, communicate and share knowledge.

Digital signage is rapidly infiltrating a multitude of industries and is transforming communication. Dynamic digital media is replacing traditional print messages and is visually pleasing, engaging and flexible. Although digital signage dominates many industries such as retail, transportation and banking, it is relatively new to health care.

In nursing, digital signage can be used to communicate practice initiatives, research innovations, policy changes, and educational activities as well as promote corporate programs and upcoming events.

The Nursing Informatics team at a Canadian multi-site quaternary academic health science centre piloted a nursing-dedicated digital signage system for two months. Content was created in-house by the Nursing Informatics team and included unit-specific messaging (conferences, educational initiatives, scholarships), corporate nursing content (accreditation, blood transfusion, infection control, nursing research, best practice guidelines and safer health care now initiatives) as well as hospital-specific messages and general news, weather and traffic updates. Evaluation of the project was positive, leading to a multi-site project to implement digital signage for nurses on all inpatient nursing units.

This presentation discussed the planning, implementation, and management of a digital signage system dedicated to nursing. Lessons learned and future implications will be provided.

## BIO:

Cathy Johnson RN, BHS, MIST is a Project Manager in Nursing Informatics primarily responsible for web based technologies and their application to nursing. One aspect of her role is to scan the environment for new and innovative online initiatives and determine if and how they can be applied to nursing.

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