

## Engaging your audiences: Employees and Clinical Staff

by Dawn Ortiz

“Know your audience” is perhaps the most common advice for writers. It’s no different in the world of healthcare digital signage, but the medium is worlds apart from print.

First and foremost, your mission is to attract and connect with your audience. Make no mistake about it, your digital messaging is competing with what viewers see daily— and expect to see— on a big HD flat screen panel. No matter how important your message, it will fall flat if your audiences aren’t motivated to pay attention. Your content must meet a need, and be eye-catching, easy-to-read, and memorable.

We’ll talk about connecting with other audiences in later articles, but let’s begin at the beginning, and talk about employees, including clinical staff. Employees who feel respected, valued, and cared for take better care of their patients. Aren’t your **employee satisfaction** scores normally a pretty good indicator of your patient satisfaction scores?

Press Ganey thinks so. *“The extent to which a hospital meets its patients’ expectations for care is strongly related to how the hospital’s employees feel about their workplace.”\**

*Press Ganey’s National Nurse Loyalty and Retention Survey\*\* shows that nurses, in particular, rank these issues as their top priorities when it comes to communication:*

### **Nurses want to know that senior leadership:**

- Really listens to employees
- Responds promptly to most problems
- Can be trusted to be straightforward and honest

### **How can digital signage deliver messages to help meet those needs? By:**

- Giving a face and a voice to senior leadership
- Communicating real-time solutions to specific problems
- Addressing and building campaigns around key issues like improving process
- Adding a depth, richness, and immediacy to messages that print can’t match
- Soliciting suggestions for improving patient care and meeting employee needs, and then sharing how recommendations are being implemented

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(continued)

### Why is digital signage so powerful a communicator for clinical staff?

- Fills gaps in communication for clinical staff, who often have limited computer access or none at all
- Reinforces, changes, and introduces processes vital to quality improvement and patient safety
- Allows employees on different shifts to receive the same information
- Engages and publicly recognizes employees
- Keeps employees, who are also patients, up-to-date on your services
- Motivates employees to pursue continuing education, assists with test preparation and recognizes their successes

Once you know your audience, understand their needs, and how they will perceive and receive the information you provide, the focus then becomes delivering a message so compelling and engaging that it enables you to facilitate a change their behavior. And if you know them well, you will.

Learn how [DeKalb Medical uses ChannelCare digital signage to connect with its nursing staff and meet its strategic goals.](#)

*"ChannelCare helps us communicate better with our nurses, and lets them know we are right there with them. We can provide recognition and results, and offer encouragement at any time—for all shifts."*

*Jan Gannon, CNO, DeKalb Medical Center*

#### References:

\*Press Ganey from their white paper, "Patients, physicians, and employees, Satisfaction Trifecta Brings Bottom Line Results."

\*\*[http://www.pressganey.com/cs/news\\_and\\_notes/news\\_archive\\_detail?pressrelease.id=528](http://www.pressganey.com/cs/news_and_notes/news_archive_detail?pressrelease.id=528)