

Case Study:

NHS implement NowSignage digital signage across the UK's leading Cancer Centre



The Clatterbridge Cancer Centre NHS Foundation Trust is one of the UK's leading cancer treatment providers, employing more than 1,400 staff members and treating more than 30,000 cancer patients each year. The new hospital in central Liverpool is part of a £162m investment that will deliver highly-specialist cancer care to the 2.4 million people across Cheshire & Merseyside, and beyond. The new hospital offers a combination of world-class services in a centre of excellence. As such, a leading digital signage solution was required to deliver effective communication to staff and patients across the impressive 11 story hospital.

Susan King, Communications Officer at The Clatterbridge Cancer Centre said: **“From the moment we engaged with NowSignage we were impressed. Their solution met all our requirements, and their support went above and beyond despite the difficulties through the COVID lockdown to ensure we had the digital signage in place for the opening of the hospital. Since the hospital has been open, we’ve had fantastic feedback from patients and staff, and the system has been a huge help in communicating important messages quickly and effectively to our patients.”**

In the past two months, NowSignage has gained great traction in the healthcare sector, being implemented across 4 new NHS trusts to deliver a whole array of digital signage requirements.

In busy hospital environments, reducing the stress and anxiety of patients and their families is of the highest priority. However, with so many messages needing to be conveyed, it is often difficult to do this succinctly and effectively. Traditional printed poster noticeboards are resource intensive and become far too easily cluttered and run the risk of displaying out-of-date content which could present a serious risk.

Digital signage in the healthcare sector allows for unified communication and ensures that only the right messaging is displayed to the right audience, day or night. Inside The Clatterbridge Cancer Centre installed digital signage directly on to SoC (System-on-Chip) displays for use throughout patient waiting areas and staff common spaces. NowSignage serves as a function that allows the marketing teams at the NHS Trust to:

1. Display targeted content - Digital signage is used to display national health awareness messages and local organisational messages that informs patients about the available services at the hospital. As well as this, digital signage is also used to help build an important level of trust and a personal relationship between the staff and patients.

2. Display engaging content - Digital signage content reduces perceived wait time by up to 35%. Using multi-zone digital signage, The Clatterbridge Cancer Centre has been able to split their screens into three zones. This has enabled them to deliver essential communications alongside content that is intended to entertain and remove anxiety. NowSignage provides all their advanced features at no extra cost, which means you can display live IPTV channels, RSS feeds, social media content and real-time announcements all on screen at the same time.



In response to the recent COVID pandemic, NowSignage is also being utilised across NHS hospitals throughout the UK, in order to reduce the spread of infection and meet governmental legislations. An example of this is a unique app, available within NowSignage, that integrates with hand sanitiser units. Now commonplace across the healthcare sector, when activated, the NowSignage app prevents dispenser units running out of sanitiser solution by monitoring the solution level and sending automatic notifications when the unit requires a refill.

If you'd like to find out more about how NowSignage is helping NHS Trusts, or would like to implement digital signage across your health practice, then please get in touch via sales@nowsignage.com.

More information about the The Clatterbridge Cancer Centre NHS Foundation Trust:

www.clatterbridgecc.nhs.uk

www.youtube.com/watch?time_continue=7&v=qyR_hOxba18&feature=emb_logo

Other quotes about The Clatterbridge Cancer Centre NHS Foundation Trust in the news:

Mayor of Liverpool Joe Anderson said: *“The opening of the new Clatterbridge Cancer Centre is fantastic news for Liverpool and the region, and for everyone who will receive world-class treatment there. The building, the research and the care that will take place there is a tremendous boost to the city’s position as a world leader in medicine – and further underlines the growing international reputation of our multi-billion pound Knowledge Quarter, with the nearby Paddington Village also quickly taking shape.”*

Paul McNerney, Director of UK Building at Laing O’Rourke, said: *“The opening of Clatterbridge Cancer Centre – Liverpool will enable our remarkable NHS to provide cancer patients from Liverpool and across the North West with the best possible care for many years to come. It is a world-class facility and I am incredibly proud of the workforce, sub-contractors and partners who delivered the final stages of it in challenging circumstances. It adds to our proud track record of delivering vital healthcare infrastructure in Liverpool, where we have previously constructed the Clatterbridge Cancer Centre in Aintree and Alder Hey Children’s Hospital, and also have a team delivering the new Royal.”*