

Quick-tip Fact Sheet

- ℒ **Improve** patient satisfaction in the healthcare facility by offering the patient and their family a place to communicate questions to the physician or nurse.
- ℒ **Increase** hospital ratings by having a communication vehicle that is also pleasing to the eye and can be updated at will.
- ℒ Create **loyalty** through brand recognition by adding a custom logo or colors to promote a patients good experience with the hospital. This is especially important when going through a re-branding or name change of a healthcare facility.
- ℒ Our **high quality** boards add a professional look to the room.
- ℒ Our high gloss coating allows for the entire board to be written on. Since the ink is applied before the sealer, the entire board can be cleaned with normal hospital solutions. The **clean, sanitary** look maintains patient satisfaction.
- ℒ Pre-printed information such as room number or phone numbers can be applied to the board, **saving** the nursing staff time in re-writing it on a daily basis.
- ℒ Prospects – hospitals, long-term care facilities, specialty departments
- ℒ Competition – Local office supply stores selling generic whiteboards. These will need to be replaced more frequently and cannot be customized with logo's or images.
- ℒ Offerings – to improve patient satisfaction ratings and communication between patient/physician, during new construction or remodeling efforts and during name changes or rebranding efforts.