

A photograph of an elderly woman with blonde hair sitting in a modern, dark brown leather chair with chrome legs. She is wearing a light blue collared shirt under a cream-colored lace cardigan and beige trousers. She is holding a red book and looking down at it. Her legs are crossed at the ankles. In the background, another person is partially visible, also sitting in a similar chair. The floor is made of large, light-colored tiles that reflect the chairs and the woman.

MOOD:MEDIA

HEALTHCARE AV: 5 CONSIDERATIONS FOR EVERY PRACTICE

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No matter what field of healthcare you're in or the size of your facility, quality AV systems are critical to ensuring an exceptional patient experience. They comprise several applications that work together to achieve this common purpose. Applications include, but aren't limited to:

- + **Sound Systems/Overhead Audio.** Quality speakers and audio components are essential for music, emergency paging and announcements.
- + **Sound Masking.** Important for ensuring patient privacy, reducing noise and helping staff concentrate.
- + **Digital Signage.** Serving a variety of purposes, from promoting your practice and providing waiting room entertainment to patient queueing, wayfinding, staff training and cafeteria menu boards. We explain the various applications and everything else you need to know about digital signage in [How to Elevate the Patient Experience with Healthcare Digital Signage](#).
- + **Conferencing Equipment.** Having an up-to-date conference room system will go a long way for training staff and making the most of time spent in meetings.

Regardless of which applications best suit your needs, there are a number of important considerations to weigh in order to find the right equipment from the right provider at the right cost. This article will explore those factors to help you find the perfect equipment for your unique needs.

#1: IDENTIFY YOUR NEEDS

Before you begin looking for a provider, it's important to have a clear understanding of the components, performance and coverage (more on that in #3) you need. Start by reviewing the common list of applications we provided above and determine which of those are applicable to your practice and the experience you're trying to create. It's smart to be practical and not overdo it, but also have an open mind to procuring a higher level of quality and performance that can enhance the patient experience. Even smaller practices can benefit from features such as digital signage and ample speaker placement.

#2: DEMAND COMMERCIAL-GRADE

There's an important difference between commercial-grade equipment and home AV, and it's vital to choose the former if you really want to get the most for your investment.

Commercial-grade screens, speakers and amps are designed to run reliably for several hours a day, 365 days a year. They also come with robust warranties that you don't get with consumer-grade equipment.

No, a crackling speaker or a fuzzy display on your flat screens won't worsen your patients' ailments. However, such poor performance will hinder the overall quality of your audio and

video, potentially affecting solutions such as your emergency paging system and digital signage. It will also give your patients a poor impression of your practice.

Make sure you invest in high-quality, **commercial-grade** equipment from brands such as Bose, Klipsch, Samsung, Cambridge Sound Management and others who focus on healthcare AV applications. These manufacturers understand how to design their professional lines of products for maximum performance and reliability in a healthcare environment.

Additionally, if you have multiple locations, choosing a commercial-grade provider may offer you an opportunity to receive discounts by purchasing or leasing equipment in bulk.

#3: KNOW YOUR COVERAGE

When we talk about coverage, we're referencing how much space and what areas are being covered by audiovisual. You may not need speakers in every area of your practice, and you may only want screens in waiting areas. However, it's still important to make a list of the rooms and areas of each room where audiovisual will have a presence. Factor in conference rooms as well, and be sure to consider different variations for speaker and screen placement. Coverage determines design, placement and the specific hardware required to meet your needs.

#4: FIND A QUALIFIED HEALTHCARE AV EXPERT

This point probably goes without saying, but it's still important to mention. The AV industry is filled with great designers and installers, but it's in your best interest to find a company that's specifically experienced in providing healthcare AV solutions. They'll come to you with a keen understanding of the unique spacing and installation requirements for healthcare facilities. They'll also ask you the right questions, which will help them recommend the right equipment for your needs, space and budget. The more you can work through the previous three points, the more you'll empower the AV expert to design a system that meets - or exceeds - your expectations.

Additionally, make sure that the provider you choose offers installation, on-site service and remote support. There's tremendous peace of mind in knowing that your solutions have been installed the right way, and that they're backed by comprehensive support.

#5: AIM TO CONSOLIDATE

When it comes time to decide on a healthcare AV provider, it's always a good idea to partner with a company that can also fulfill your music, signage content and scent. You'll consolidate vendor resources, mitigate risk and potentially reduce costs.

Focusing on these considerations will prove to be instrumental in making the most of your investment and ensuring a quality patient experience. For more information, visit us.moodmedia.com/healthcare.

