

## Digital Signage for Senior Care and Assisted Living Facilities

Digital signage is a valuable tool which can be used to great effect in nursing homes and assisted living facilities, making it easier for residents to access certain information about events, services, and schedules. Digital signage could be used to educate residents about current visiting times, inform them when planned events are going to take place, and advise them on general best practices that will help them stay fit and healthy.





## Senior Residents and Digital Devices

As senior citizens become more and more used to digital devices, a panel at the InterFace Seniors Housing Southeast conference in Atlanta recently discussed how technology such as digital signage could impact nursing homes and assisted living facilities.

"Technology is changing the way that those in the senior living space do business, from Internet connectivity, keyless entry, and digital signage, to more efficient client relationship management(CRM) software," business-to-business news outlet Rebusiness Online wrote.

"Ultimately, at the end of the day, we are trying to create fewer steps for our caregivers and create more hand-holding time," added Jesse Marinko of Phoenix Senior Living.

## Investing in Digital Signage

Although digital technology is still relatively rare in senior living communities and assisted living facilities, this appears to be changing along with the times. The usage of digital signage to display real-time information in nursing homes not only enables residents to live out their lives more easily; it helps staff carry out their duties more effectively as well.

Here are some of the ways investing in digital signage can help empower and benefit assisted living facilities and their residents.

## Greet Visitors and Set Expectations

Sending loved ones into senior care and assisted living is a difficult decision for many families. They often put off making these decisions because they are concerned about the perceived quality of assisted living facilities, and they fear that they are sending their loved ones away to a place that does not offer worthwhile care.

Digital signage can show the best that your team and your facilities can offer to families and future residents. Aside from greeting visitors, digital signage displays can also give them a virtual tour of what your facilities can offer, play video testimonials of satisfied residents and families, and show photos and videos of residents enjoying different activities. A positive first impression of your facilities will assure families that you are the right choice for their elderly loved ones, and help your company stand out from the competition.





## Provide Wayfinding and Building Directories

People sometimes take for granted how they can casually go out for a walk or find their way around. However, this is a real struggle for residents who have memory problems or who are unable to get around without creating concerns for their caretakers.

Assisted living facilities are increasingly turning to digital signage to address these issues, strategically placing digital maps and directories to guide residents to their destinations. This reduces risk while empowering residents to explore their surroundings. A signage display system with integrated software also allows digital maps and directories to be easily updated should any changes be made.

## Improve Caregiver Effectiveness

People sometimes take for granted how they can casually go out for a walk or find their way around. However, this is a real struggle for residents who have memory problems or who are unable to get around without creating concerns for their caretakers. Assisted living facilities provide a variety of services to meet the needs of their residents and families. Accomplishing this requires a well-trained and highly organized team. With digital signage, facilities can easily convey their goals and internal news across teams in different locations. This reduces the need for additional paperwork and cuts down errors involving staff scheduling, cleaning services, company status, or even medication dosage.

Digital signage doesn't just provide up-to-date information and easier communication. It can also be used to help educate care providers regarding brand values, best practices in caring for residents, and standard procedures that will enable them to more effectively support residents and their team. Additionally, assisted living facilities can use digital signage to recognize the staff of the month by displaying the residents' feedback. This will encourage a culture that consciously strives towards providing exceptional care, slashing costs stemming from errors.

## Display Latest Community News, Updates

Turn your facility's digital displays into community boards that feature upcoming functions and photos or videos of past events such as bingo games, craft meets, card clubs, day trips, or group vacations. Digital signage can also be used to wish resident celebrants a happy birthday, making their day more special.

On a more serious note, digital signage can be used to display instructions and important phone numbers to call for help or services, show schedules for cleaning, laundry services, and health checks, and provide information on how to sign up for other services. Use your digital signage's built-in apps to display personalized content such as weather, social media updates, and local news to let residents enjoy more meaningful and entertaining content.





## As Digital Menu Boards

Many assisted living facilities typically have a cafeteria or food court. Facilities can now feature a wide variety of food and drinks by using signage as digital menu boards, which can easily be updated with menus, prices, specials, and other promotions.

These displays can be installed around the cafeteria and near the entrance, letting residents see the latest menu or daily specials. The digital menu boards can also include nutritional information to encourage residents to make healthier choices.

## Advertise Compelling Partner Offers

Assisted living facilities not only use digital signage to provide valuable information to residents, visitors, and staff. Digital displays also double as advertising space for partners to offer relevant content. Depending on their location, these can help promote travel packages, religious services, counseling services, entertainment, movies, health foods, local charities, and other products and services that might be of interest to the facility's residents and staff.

There's nothing wrong with this, as it provides residents with opportunities to keep their mind and body in top

shape. Not only does it provide residents with interesting products and services, but it also creates an additional stream of revenue for your company.

## Nixplay Signage for Senior Care and Assisted Living

**Nixplay Signage** can easily be installed in your senior or assisted living facility, keeping your staff informed about the residents and where they are staying. It can also keep your staff updated about important information such as the residents' medical prescriptions, as well as any allergies or conditions they may have which could affect their care.

Nixplay Signage is incredibly versatile, and that's what makes it so great for assisted living facilities and many types of businesses. Whatever content you need to convey, Nixplay Signage is an excellent means of doing so, allowing you to easily promote information in a sleek and innovative manner.

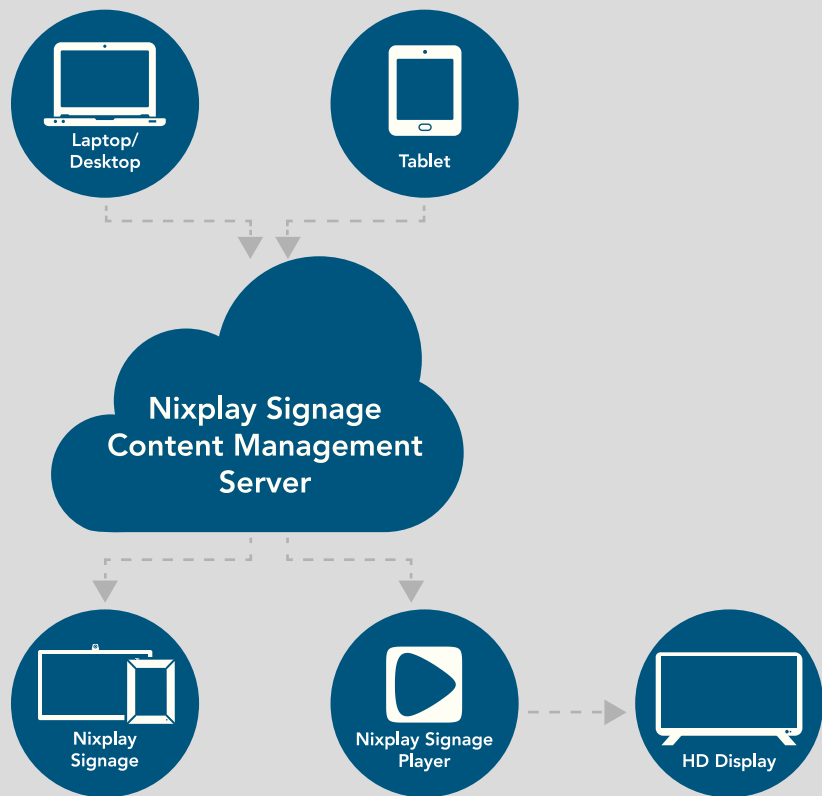
Nixplay Signage displays and players are powered by the proprietary **Nixplay Signage Software**, which is designed to let you manage your content from anywhere in the world. This content management system lets you easily manage your digital signage campaigns from your browser, whether you are working on your laptop or tablet.





Our complete, integrated system is easy to use, requires no special training, and has no need for separate hardware and software. This helps save you time and money to focus on delivering optimal results. All Nixplay Signage solutions come with a 3-year warranty, as well as a dedicated customer service team ready to assist you should you encounter any issues with your display or player.

Get in touch with our Nixplay Signage team today to learn more.



## Nixplay Signage: Enhance Your Messaging, Transform Your Business

At Nixplay Signage, we offer integrated, out-of-the-box, WiFi digital signage solutions that are simple, scalable, and affordable.

Nixplay Signage Displays are powered by our Nixplay Signage Software, allowing you to manage your content remotely. Content is in your control and displayed seamlessly, eliminating many of the stumbling blocks associated with traditional methods of deploying digital signage.

Nixplay Signage offers an **all-in-one signage solution** consisting of digital displays, small format signage, and a digital signage player. To deploy digital signage, you would simply choose the number and sizes of displays or players you desire, along with an accompanying software subscription plan.

After receiving your displays or players, simply unpack and install them in the desired location. Then, power up and activate the displays, upload content, and publish to your displays or players.

Displays also feature a **smart Hu-Motion Sensor** with 3.5-meter depth, providing the user with the option for the

displays to automatically turn off when no motion is detected. This not only saves energy and controls costs but also prolongs the life of the screen as well.

## Secure, Cloud-Based, Content Management System

Our Nixplay Signage Software is a content management system that lets you easily manage your digital signage campaigns from your browser, whether you are working on your laptop or tablet. Our complete, integrated system is easy to use and requires no special training, eliminating the time and costs of complicated content management software that requires ongoing training.

All content from Nixplay Signage is delivered seamlessly to displays or players, automatically ensuring the optimal size and resolution. Content can consist of images, animation or videos and can be scheduled to play at any time. Nixplay Signage also supports RSS feeds and digital signage apps to enable clients to create richer, more engaging digital signage campaigns.

Our Customer Service team is dedicated to offering support on email and by phone. Nixplay Signage solutions also come with a 3-year warranty.





8 Inch



13.3 Inch



15.6 Inch



21.5 Inch



24 Inch



32 Inch



43 Inch



55 Inch

# Ease of Scalability

Although many digital signage solutions come with hidden cost and complications that make them a questionable investment for all but the largest players, **Nixplay Signage's low cost and transparent pricing structure relative to other solutions make it easy to estimate ROI.**

And as a business grows, the Nixplay Signage solution can grow with it. Operators simply add additional displays, with no need to upgrade the entire solution.

When weighing these advantages with the cost and effort associated with static signage, there's no reason not to consider the Nixplay Signage digital signage solution.



**1** Select Your Displays or Players



**2** Upload Your Content and Create Your Signage Campaign



**3** Schedule, Publish, Enjoy the Results

## The Basics Of The Nixplay Signage Solution

### 1. Out of the box:

After you purchase the displays receive and take them out of the box.

### 2. Power on:

Power on and connect displays to your WiFi network.

### 3. Activate:

Activate the displays by following the pairing instructions on the screen.

### 4. Upload Content:

Upload your content and create playlists. Content can be uploaded from connected devices, social media platforms including Facebook, Instagram, Google Photos and cloud storage platforms including Dropbox and Flickr.

### 5. Display Content:

Send your playlists to displays.

### 6. Congratulations - You're done!

Your playlist is playing on all your displays.







## About Nixplay Signage

Creedon Technologies was founded in 2007 with a vision to connect people with technology. In 2009 the company's first brand, NIX, was launched and quickly became the number one Digital Photo Frame in the USA. In December 2013 Nixplay was launched and has gone on to become the top-selling Cloud connected Digital Photo Frame in the world.

Nixplay Signage was launched in response to requests from our existing consumer base who challenged us to create an equally simple solution for their corporate needs. Our success stems from our commitment to lead digital signage innovation, continually developing new technologies and disrupting the signage industry with an integrated, out-of-the-box solution.





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SIGNAGE




Learn more at [nixplaysignage.com](http://nixplaysignage.com)

**Call Us:**

+1-415-299-6403 

+44-800-689-1570 

+852-2548-8831 

**Email:** [sales@nixplaysignage.com](mailto:sales@nixplaysignage.com)