

# Industry Insights “[Company] Viewpoints” - Healthcare

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**Subject Line:** Viewpoints: Improving Staff Retention

**From:** [Company] Viewpoints

**Teaser:** 5 Ways to Boost Staff Retention & Engagement

**Audience:** Tier 1 customers working in the Healthcare industry

**Goal:** Promote an interesting and informative trend in the healthcare industry to our tier 1 customers

## [Company] Healthcare Viewpoints

### 5 Ways Digital Signage Improves Staff Retention & Engagement

With inflation at an all-time high and healthcare workers in demand now more than ever, healthcare institutions are struggling to keep staff retention and engagement rates high. Keep reading to learn five ways you can keep your employees satisfied long-term with the help of digital signage.

#### 1. Facilitates Internal Employee Communication

One of the many benefits of digital signage is that it can be used to communicate important messages, updates, and announcements to staff in real-time. With easily updatable content, you can quickly inform staff of changes or upcoming events. This, in turn, increases engagement and helps employees feel connected to the organization.

#### 2. Builds Credibility and Trust

Healthcare digital signage creates a professional and authoritative image, positioning the organization as a trusted source of information. By displaying informative and educational content, digital signage builds credibility and trust with patients and staff, enhancing their perception of the organization’s expertise and knowledge.

#### 3. Celebrates Your Employees

Creating content to display via digital signage is a great way to show appreciation towards healthcare staff. Whether it’s showcasing employee of the month, promoting social media interaction, or celebrating staff accomplishments, showing your employees that they are valued and that their hard work is recognized, goes a long way.

#### **4. Provides Education**

Digital signage can be used to provide educational content to staff, such as training videos and informational materials. This allows employees to expand their knowledge and skill set, leading to improved job satisfaction and retention.

#### **5. Increases Motivation**

By displaying staff achievements, goals, and recognition, digital signage can boost morale and motivation. This can lead to increased employee productivity and a sense of pride in their work.

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