

## ScreenWay

# Inform patients specifically about the range of services

Efficiently relieve the burden on the doctor's practice and team with ScreenWay

Sam Rumford

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Many doctors in private practice overestimate how well their patients are informed about the full range of services offered by the practice - especially specialized services. As a result, valuable treatment options often remain unused simply because patients do not know that these services are even offered in the practice.

At the same time, the opportunity is missed to draw the attention of patients who are already attending an appointment to additional or further treatment methods or tests.

## **Screenway - communicating information in a targeted manner and taking the pressure off the practice team**

Screenway offers an intelligent solution for medical practices and healthcare facilities to communicate with patients in a discreet and effective way - using modern displays in the reception or waiting area. In an often stressful daily practice routine, there is hardly any time to explain the entire range of services in detail - and not every doctor feels comfortable in the role of a salesperson.

Significant benefits can be achieved by modernizing practice communication. At the same time, the practice appears more stylish and transparent because patients feel informed about their health and taken seriously instead of being left alone with their smartphones or the tabloid press. Such a screen provides targeted information on health topics, current practice offers and news - informative, pleasant and without any additional effort for the practice team.

## **Modern practice communication - added value for patients and the team**

The digitalization of practice communication offers far more than just efficiency - it creates tangible benefits for everyone involved. A modern, visually appealing presentation of information gives the practice a contemporary appearance and at the same time signals openness and professionalism.

Patients feel that they are being taken seriously instead of being left to their own devices with a smartphone or outdated tabloid reading while they wait. A digital signage display conveys relevant content about health, individual practice services and the latest news - discreetly, effectively and without any additional effort for the practice team.

## **What does Screenway offer practices and healthcare facilities?**

Screenway offers you a customized complete solution for modern patient communication on request. You receive a high-quality display in a size that matches the room effect - glare-free and aesthetically integrated. Professional wall mounting is carried out by qualified technicians from our network. The frame design is also individually adapted to the existing interior or sets specific visual accents.

However, the focus is on the content: Video clips that are tailored to your specialist area - informative, appealing and professionally prepared. You choose the topics, we take care of the implementation. We are also happy to create exclusive content that is precisely tailored to your specialization - from the introduction of your team, the practice rooms or the history of your facility to targeted communication of your medical focus.

Placing one or more screens in the reception or waiting area enables continuous, unobtrusive patient education - without additional work for your team. Patients learn more about your individual services, such as special diagnostic or therapeutic procedures in which you specialize.

The content ranges from health and prevention tips, new medical procedures and research findings to entertaining short formats such as "Did you know that ...?". Even sensitive topics are conveyed with empathy and clarity using positive imagery.

All video content meets the highest quality standards, is specially produced by our team and, if necessary, individually adapted for your practice. It goes without saying that all content is legally checked, particularly with regard to the Therapeutic Products Advertising Act and other medical communication standards.

Controlling the content is extremely simple: after the initial setup, the sequence, selection and even the time of day-dependent display can be flexibly adjusted - directly by you or your employees, without any prior IT knowledge. This means that your patient information is always up-to-date and up to date - with minimum effort and maximum benefit.