

ScreenWay

ScreenWay offers medical practices 4K brilliance and ad-free patient communication

Advancing digitalization is finding its way into the medical sector

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22. Dezember 2025



Whether exterior signage, in the reception area, foyer or waiting room - all rooms can be modernized today. They are undergoing a functional reorientation, from passive recreation rooms to functional information and marketing tools. At the same time, the displays create a brighter, more positive atmosphere. Where outdated magazines and faded health insurance advertising posters once dominated practices, ScreenWay is now the technological spearhead of a modern and, above all, serious approach to patients.

The key differentiator of ScreenWay's video content is the combination of the highest quality and a consistent commitment to educational short films that describe the practice's services and, above all, are free of advertising. As all videos are produced in 4K (UHD resolution 3840 x 2160 px), ScreenWay offers screens with the highest resolution on the market. This visual brilliance ensures that medical details and complex animations are displayed with a sharpness that not only captures attention, but also emphasizes the professionalism and medical-technological standards of the practice. In contrast to other providers, ScreenWay does not interrupt the patient with advertising clips for consumer goods or pharmaceutical mass commercials. Instead, the screen content acts as an exclusive interface between medical innovation and the patient's need for information. This strengthens the credibility of the practice and directs the focus to the essentials - health. Scientific analyses prove the psychological added value of this undisturbed communication. The perceived waiting time is reduced by up to 35 percent* thanks to the high-quality visual presentation, while the absence of disruptive third-party advertising reduces the feeling of stress. This health-related content conveys complex medical content in an understandable way and at eye level, strengthens patients' health literacy and prepares them sensibly for the subsequent consultation with their doctor.

The digital transformation at the point of care

As no external advertisements distract from the video content, the system takes on the role of a highly effective "silent salesman" for the doctor's own services. For example, information about the doctor's specializations or additional services offered by the practice can be provided unobtrusively. Complex correlations and innovative diagnostic procedures are presented visually in razor-sharp 4K. The demand for individual healthcare services in the consultation room is measurably increased by up to 15 percent*. Patients enter the treatment room pre-informed and ask specifically about modern treatment options, which strengthens the doctor's professional expertise and frees them from the role of salesperson. ScreenWay thus enables unadulterated practice branding, where the entire focus is on the team and its expertise. ScreenWay thus proves that modern medicine actively contributes to the optimization of health through digital, high-resolution and advertising-free information. At the same time, the professionalism and profitability of the medical practice is ensured.

*Source: EMPAT study, market analysis of the German Center for Medical Marketing