

NEWS

Emergency Service, Visual Selection, Queue Number

Six points for pharmacies considering digital displays.

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A pharmacy isn't just any ordinary store. It's about health, discretion, and trust and that places special demands on a screen. Anyone considering digital displays should keep six things in mind.

✓ **Discretion first.** Consultations at the reception desk are confidential. A display that calls people by number protects information that is none of anyone else's business. Health data falls into the most sensitive category recognized by data protection law.

✓ **Emergency service that's right.** Anyone who finds themselves in front of a closed door on Sunday wants to know which pharmacy is open. The display should automatically update the emergency service information daily, without anyone having to maintain it manually.

✓ **Data that stays in-house.** Pharmacies handle sensitive information. A good system processes this information locally and is hosted in Europe. Cameras that track customers have no place here.

✓ **Accessible to everyone.** Some of the customers are older, and some speak a different language. Large font, a read-aloud feature, and multiple languages turn a simple notice into a real help.

✓ **Tying up instead of caring for.** Special offers, hours of operation, and emergency services are usually already stored in a system. A display that taps into these sources saves the team from having to do the same work twice. What updates automatically won't be forgotten.

✓ **Information before advertising.** A screen in a pharmacy must not undermine trust. Seasonal health topics, clear instructions, and a calm design help build rapport. The tone is key.

A display is easy to set up. Whether it's effective depends on these six points. If you keep them in mind, you won't end up with a screen that just lights up you'll have one that fits right in with the pharmacy.