

# Digital Wayfinding & Patient Experience Platform

Cloud-managed digital signage built for NHS Trusts and private healthcare providers

**40%**

Reduction in Patient Anxiety

**60%**

Fewer Wayfinding Queries

**99.9%**

Platform Uptime SLA

**DSPT**

Compliance Ready

## 01 — OVERVIEW

### The Challenge Facing NHS Trusts

NHS hospitals and healthcare facilities face a persistent challenge: patients and visitors struggle to navigate complex multi-floor, multi-wing environments, leading to missed appointments, increased staff interruptions, and heightened patient anxiety. Traditional static signage cannot respond to real-time changes in ward assignments, clinic locations, or emergency situations.

SyncDisplay Pro+ delivers a fully cloud-managed digital signage and wayfinding ecosystem that transforms how patients, visitors, and staff navigate healthcare environments — from the car park entrance to the bedside. Every screen is managed centrally, updated in seconds, and designed to meet the strict information governance requirements of the NHS.

## 02 — CORE FEATURES

#### ■ Interactive Wayfinding

Touch-screen kiosks with real-time maps, turn-by-turn directions to any ward, clinic, or department. QR code generation so patients can follow directions on their own phone.

#### ■ Emergency Broadcast

Override all screens site-wide in seconds with fire evacuation routes, lockdown instructions, or critical safety messages. Fully integrated with fire alarm and PA systems.

#### ■ Patient Information Displays

Waiting area screens showing health advice, appointment reminders, pharmacy collection notices, and Trust news — reducing perceived wait times and improving patient experience.

#### ■ Patient Queue Management

Live queue displays for outpatient clinics, phlebotomy, and pharmacy. Integrates with existing PAS/EPR systems to pull real appointment data and estimated wait times.

#### ■ Ward & Clinic Directories

Dynamic department directories that update automatically when wards move or clinics relocate. No manual reprinting of static signs ever again.

#### ■ Information Governance

DSPT-aligned deployment. All patient data processing is anonymised. No PII displayed on screens. Full audit trail for all content changes. NHS-grade encryption in transit and at rest.

### ■ Proof-of-Display Analytics

Tamper-proof logs of every content item shown on every screen. Essential for CQC inspection readiness and demonstrating compliance with patient information standards.

### ■ Multi-Site Management

Manage all screens across every hospital, clinic, and GP surgery in your Trust from a single cloud dashboard. Role-based access for site managers and Trust-level administrators.

## 03 — HARDWARE SPECIFICATIONS

### Wayfinding Kiosk

Display Size	32" or 43" portrait touch
Resolution	1920x1080 Full HD
Touch Technology	10-point PCAP multi-touch
Brightness	700 nit (indoor optimised)
Enclosure	Powder-coated steel, IP54
Connectivity	Gigabit Ethernet + Wi-Fi 6
OS	Android 11 (locked kiosk)
Accessibility	Screen reader, high-contrast mod

### Corridor & Waiting Area Display

Display Size	43", 55", or 75" landscape
Resolution	3840x2160 4K UHD
Brightness	500 nit (anti-glare coating)
Mounting	VESA wall mount or ceiling drop
Enclosure	Slim-bezel aluminium, IP42
Connectivity	Gigabit Ethernet + Wi-Fi 6
OS	Android 11 (locked signage)
Certifications	CE, UKCA, NHS PSIS compliant

## 04 — COMPLIANCE & INFORMATION GOVERNANCE

SyncDisplay Pro+ is designed from the ground up to meet the information governance requirements of NHS organisations. Our deployment framework aligns with the NHS Data Security and Protection Toolkit (DSPT) and supports your organisation's obligations under UK GDPR and the Data Protection Act 2018.

Framework / Standard	SyncDisplay Alignment
NHS DSPT (Data Security & Protection Toolkit)	Content management audit trail; no PII on public displays; role-based access with MFA
UK GDPR / Data Protection Act 2018	All analytics data anonymised; data processing agreements available; EU/UK data residency
CQC Inspection Readiness	Proof-of-display logs exportable for inspection evidence; emergency broadcast audit trail
NHS Accessible Information Standard	Screen reader support; high-contrast mode; minimum 14pt font enforcement; BSL video support
HTM 08-03 (Healthcare Signage)	Colour coding and symbol standards built into template library; wayfinding template compliance
Cyber Essentials Plus	SyncDisplay platform holds Cyber Essentials Plus certification; annual penetration testing

## 05 — ROI & BUSINESS CASE

### Measurable Impact for NHS Trusts

Digital wayfinding and patient information systems deliver quantifiable operational and financial benefits. The following figures are based on published NHS research and deployments at comparable Trusts.

Benefit Area	Metric	Typical Impact
Staff Time Saved	Wayfinding queries to staff	-60% reduction in interruptions
Patient Anxiety	Pre-procedure anxiety scores	-40% improvement reported

Missed Appointments	DNA (Did Not Attend) rate	-15% reduction with reminder screens
Printing & Signage Costs	Annual static signage budget	-80% reduction in print spend
Emergency Response Time	Evacuation drill compliance	Improved by real-time override capability
CQC Inspection Score	Information & communication domain	Demonstrable evidence of compliance

## 06 — DEPLOYMENT & SUPPORT

### Implementation Process

- **Week 1–2:** Site survey, network assessment, and content audit
- **Week 3–4:** Hardware procurement and wayfinding content mapping
- **Week 5–6:** Phased installation by NHS-vetted engineers (DBS checked)
- **Week 7:** Staff training, content management handover, and go-live
- **Ongoing:** 24/7 remote monitoring, SLA-backed support, and quarterly reviews

### Support & SLA

Platform Uptime	<b>99.9% SLA guaranteed</b>
Support Hours	<b>24/7/365 NOC monitoring</b>
Response Time	<b>P1: 1hr / P2: 4hr / P3: 8hr</b>
On-site Response	<b>Next business day (NBD)</b>
Content Updates	<b>Unlimited, self-service</b>
Training	<b>Included — on-site + online</b>
Contract Term	<b>12, 24, or 36 months</b>
NHS Framework	<b>G-Cloud 14 listed</b>

## 07 — INDICATIVE PRICING

SyncDisplay Pro+ is available on a per-screen monthly subscription, inclusive of software, support, and platform updates. Hardware can be purchased outright or included in an all-inclusive monthly fee.

Tier	Screens	Monthly Fee (per screen)	Includes
NHS Starter	1–20	£35 / screen / month	Platform, support, content management
NHS Trust	21–100	£28 / screen / month	All Starter + multi-site, analytics, DSPT pack
NHS Enterprise	101+	£22 / screen / month	All Trust + dedicated CSM, custom integrations, SLA+
Hardware Bundle	Any	Add £18 / screen / month	Hardware lease, installation, and maintenance included

\* All prices exclude VAT. NHS organisations may be eligible for zero-rated VAT on qualifying equipment. Available on NHS G-Cloud 14 framework — no OJEU tender required for qualifying purchases.

## 08 — GET IN TOUCH

**Ready to transform patient experience across your Trust? Book a free site assessment and demonstration with our NHS specialist team.**

### Contact Us

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