



Enhancing the Patient Experience with Hospital Grade TVs

Introduction

The demand for quality healthcare services has never been higher than it is today. As hospitals serve patients at some of the most challenging and critical times of their lives, studies have shown better health outcomes in patients with higher satisfaction.¹ People seeking the best overall experience go online to compare hospital scores and ratings, and the same scores can impact reimbursement and funding. Therefore, it behooves institutions to find ways to raise patient satisfaction, despite increased government regulations and pressure to reduce costs.

An effective and efficient strategy for enhancing the patient experience is with specialized use of the patient room television. With today's advanced technologies for increasing patient engagement via the TV, equipping the facility with purpose-built, hospital grade televisions can be a major advantage for both the patient and the hospital.

What Makes a Hospital Grade TV?

Unlike consumer televisions, hospital grade televisions are engineered and constructed with a different end user in mind.

Focusing on the patient needs, manufacturers such as LG Business Solutions, a long-time leader in hospital and hotel televisions, design hospital grade TVs specifically for utilization in the patient room – with safety as the priority, reliability over extended hours of use, and customizable patient-centric applications.

Televisions for the hospital patient room, unlike consumer televisions, need to adhere to stringent regulatory requirements as outlined by Underwriters Laboratories. A distinct difference between hospital grade and consumer TVs is the nurse-call interface. A wired pillow speaker controls hospital grade TVs, and allows the patient to communicate with the nurses' station, and vice-versa, while momentarily canceling the television audio to ensure clear conversation.

Hospital grade televisions also provide electronic isolation to the pillow speaker control to ensure safety in a potentially oxygen-enriched environment. Other safety features include required grounded plugs with lower levels of leakage, and all-pole power switches that decrease the likelihood of shock.



How Hospital TVs Are Enhancing the Patient Experience

Many patients feel a loss of control when they are hospitalized. They may be afraid, uncomfortable or anxious. Giving them some sense of control and keeping them engaged and informed about their diagnosis can help elevate their mental state, and that can affect their physical state in a positive way. LG's hospital grade TVs can be indispensable care instruments – lending comfort as a familiar and enjoyable activity during the recovery process, providing patient-centric functions, and improving communication via patient-specific educational content.

A Warm Welcome Screen – A friendly greeting with the facility name and logo appears on the screen when the TV is turned on. The welcome screen functions as a graphical user interface (GUI), providing an inviting, personalized and interactive experience for patients. The patient makes selections and enters information via the pillow speaker, confirming on the TV.

A Wide Variety of Entertainment – From the welcome screen, the patient can select the Electronic Program Guide (EPG) to watch TV shows, news, rent a movie, access the web, or view Over-the-Top (OTT) Smart applications. Other options may include games, which are very popular, and a “relaxation channel,” displaying tranquil scenery accompanied by soothing music.

Patient-Specific Education – In the hospital, effective communication between the patient, family members and clinical team is key to a better patient experience and good outcomes. In fact, a large study of malpractice cases found that the most troublesome communication gaps are those between the provider and the patient, with 69 percent of communication cases alleging “that the patient did not receive information that he or she needed to understand their health issues, make informed decisions about treatment options, or manage their long-term care.”²

Hospitals can use the patient room TV to send the patient educational video content specific to their diagnosis and treatment, and even verify that the patient has viewed it. If the treatment calls for diet restrictions, for example, the patient can select a menu option from the welcome screen and set up their diet plan while they are in the hospital. The hospital may also provide daily updates and the discharge date on the welcome screen, as well as a patient discharge survey. At every step of the way, the TV can help engage the patient in their own care while lending an accommodating digital bedside manner.



Increasing ROI

LG hospital grade TVs can bring expanded ROI to the facility. A large portion of the ROI could come from movie rentals, as LG's integrated Pro:Idiom® enables access to premium HD content, monetizing with the ability to provide premium services for patients.

What's more, today's patient experience is related to tomorrow's reputation. If a patient can access a variety of beneficial options on the TV to make them feel good about their hospital stay they are more likely to recommend the facility that

treated them, and respond with higher ratings on HCAHPS and Press Ganey patient satisfaction surveys. Higher survey scores can impact the amount of reimbursement and funding a hospital receives and may also place the hospital in a better position regarding alignment – occasionally hospital groups consolidate and those that are more on the cutting edge are more attractive.





Making It All Possible

LG's Pro:Centric[®] Application Platform

LG's hospital grade televisions include LG's integrated Pro:Centric application platform, allowing the hospital to customize and enhance the patient room experience.

The Pro:Centric infrastructure enables LG Systems Integrator (SI) Partners to develop and run their applications on the TV and control all major TV functions. The SIs can create custom content, and manage/map multiple channels, which can be specialized for the hospital.

Pro:Centric provides an easy way for the television to interface with welcome screens, interactive EPGs, games and Internet data feeds, as well as applications designed to connect patients to services, such as dietary menus, patient education and patient room information.*

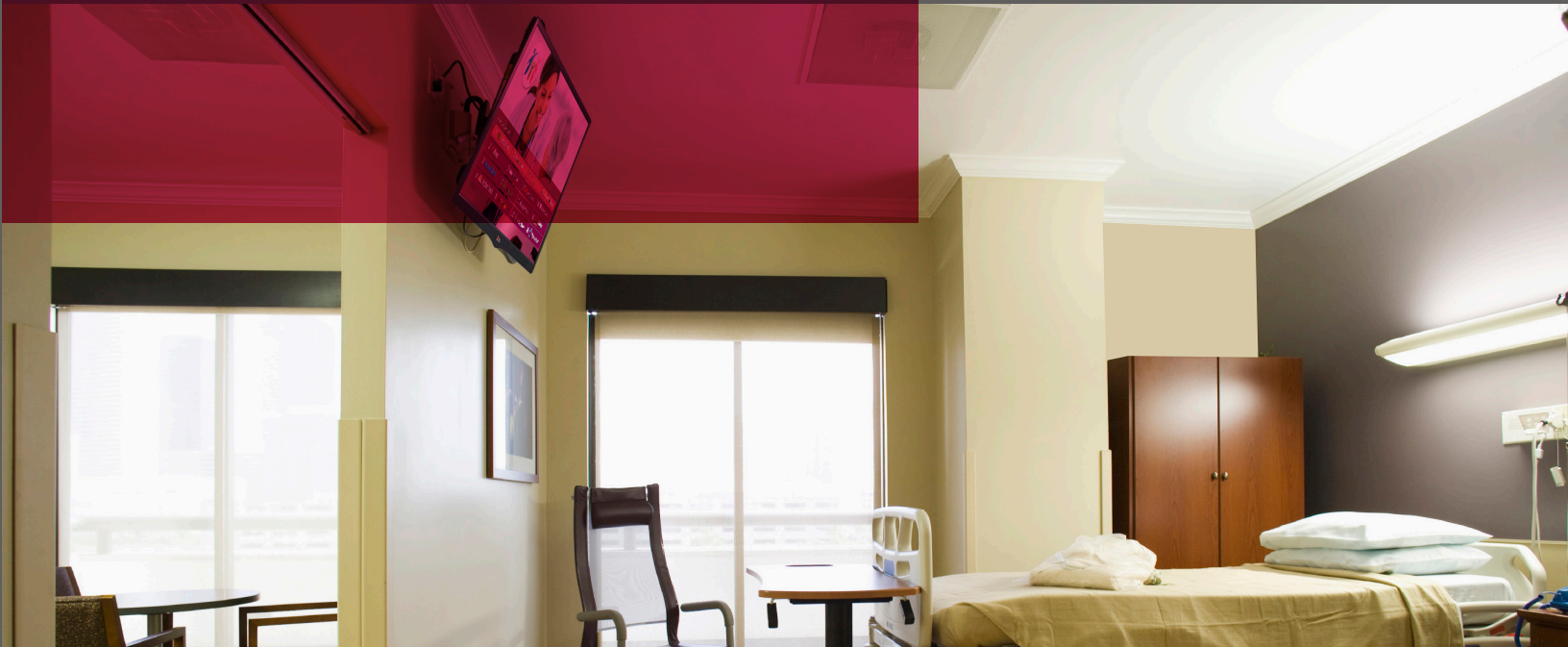
**May require additional software and hardware to support third-party partner interactive systems or LG's Free-To-Guest Mode/Pro:Centric application.*

Pro:Idiom Digital Rights Management

LG hospital grade televisions include LG's integrated Pro:Idiom digital decryption, which unlocks access to premium HDTV content from cable, satellite or video on demand (VOD) services. Pro:Idiom is intended to lower costs and reduce maintenance by eliminating the need for a cable/satellite box.



Easy Installation, Setup and Management Options



Pro:Centric Server – Using LG’s optional Pro:Centric server, SIs can remotely manage configuration and channel mapping for all patient room TVs without having to visit each room.

EZ-Manager and Express Script – The EZ-Manager’s auto configuration function guides installation with quick, simple steps. Express Script provides streamlined configuration for Free-To-Guest (FTG) Mode via CPU operation (including pillow speaker setup) plus the option to configure the TV for Pro:Centric operation.

USB Cloning – Simply copy and transfer TV settings from a designated Master TV to all target TVs using a USB memory device.

Why LG for Healthcare

Four Key Advantages

1) Strong Network of SI Partners

LG goes to market through an exclusive group of highly skilled patient room integrators, who assist with future product support. This broad network of Pro:Centric supporting SI Partners develop their applications right on the platform, requiring no set top box. Their strong offerings in patient engagement solutions have helped make LG the industry standard for hospital grade televisions.

2) Highly Qualified Dealer Network

LG's dealer network is subject to stringent requirements that make them ideally suited to sell, troubleshoot and support the LG product in its environment. When a hospital buys LG, they can rest assured that whichever dealer they buy from has a deep knowledge of the product and will come onsite if needed for assistance. LG's dealer network has brought tremendous value to LG and the healthcare market.

3) Industry-Leading Service & Support

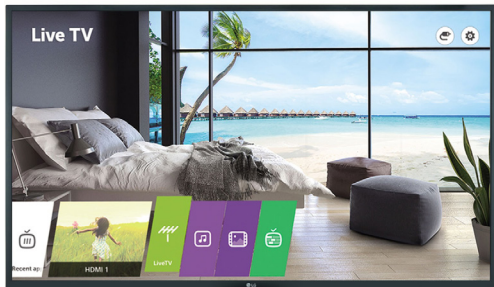
LG's service infrastructure is second to none. The company provides a toll-free 888 service line. The technician on the line determines whether the problem is a TV issue for technician repair or an application issue. Application issues are referred to the appropriate SI Partner, who will work with LG's Advanced Product Development (APD) Group, the 888 line and LG technicians, or a third-party Authorized Service Partner (ASP) to correct the problem in a timely manner.

LG covers the cost of pickup or shipment, as well as parts and labor, within the 2-year on-site warranty period. Should a problem occur after the warranty period, LG provides a flat fee to repair the unit.

4) Widest Range of Products

LG is the longest running current manufacturer of UL Listed hospital grade TVs, and offers the widest range of models to suit virtually any hospital need and budget.

LG Patient In-Room TVs



Hospital Grade Pro:Centric Smart TV LT662M Series

- 32"
- FHD
- UL 60065 Listed for Healthcare Facilities
- Built-in Pillow Speaker Port/Compatibility
- Nurse Call System
- Pro:Idiom
- No *b*-LAN
- webOS 4.5

Hospital Grade Pro:Centric Smart TVs LV760M Series

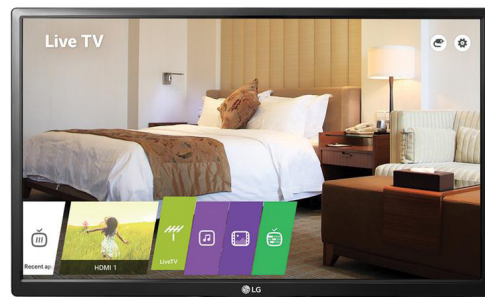
- 24, 28 & 32"
- FHD (32), HD (24, 28)
- UL 60065 Listed for Healthcare Facilities
- Built-in Pillow Speaker Port/Compatibility
- Nurse Call System
- Pro:Idiom
- No *b*-LAN
- webOS 3.5

Hospital Grade Pro:Centric TVs LV570M Series

- 24, 28, 32 & 43"
- FHD (32, 43), HD (24, 28)
- UL 60065 Listed for Healthcare Facilities
- Built-in Pillow Speaker Compatibility
- Nurse Call System
- Pro:Idiom
- *b*-LAN

Hospital Grade Pro:Centric Smart TVs UT672M Series

- 43, 49 & 55"
- 4K UHD
- UL 60065 Listed for Healthcare Facilities
- Built-in Pillow Speaker Port/Compatibility
- Nurse Call System
- Pro:Idiom
- *b*-LAN
- webOS 4.5

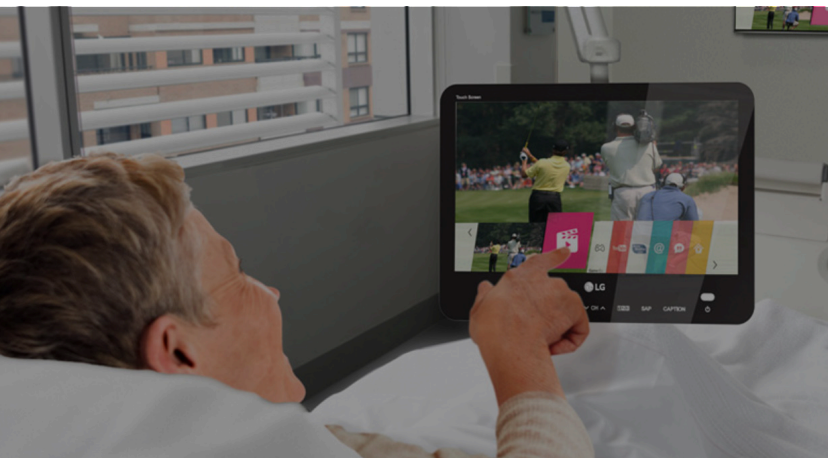


Hospital Grade Pro:Centric TVs LT572M Series

- 24, 28, 32 & 43"
- FHD (43), HD (24, 28, 32)
- UL 60065 Listed for Healthcare Facilities
- Built-in Pillow Speaker Compatibility
- Nurse Call System
- Pro:Idiom
- *b*-LAN

Hospital Grade Personal Touch Screen Pro:Centric Smart TV 15LU766A

- 15"
- FHD, Intuitive Multi-Touch Display
- Arm/Non-Arm Mounting
- Low-voltage, Power over Coax (PoC)
- UL 60065 Listed for Healthcare Facilities
- Pre-loaded Apps
- Pro:Idiom
- Can be cleaned thoroughly without issues
- webOS 3.5



Conclusion

Hospitals striving to elevate patient satisfaction are using patient room televisions to increase patient engagement, give the patient more control, and communicate more effectively with the patient and their family. They have found that partnering with industry-leader LG for hospital grade televisions is good for their patients, and good for business.

LG Business Solutions works closely with the nation's top Healthcare Systems Integration (SI) Partners, including Aceso, GetWellNetwork, MDM, Sonifi, Telehealth and TVR. These companies are part of the LG Healthcare SI Advisory Board with the goal of improving LG's Pro:Centric platform. These SI partners develop patient engagement solutions for use on LG's Pro:Centric Smart TVs. Although they are competitive solutions, they provide different options and variety to the industry. Those solutions are then implemented with confidence that they will function as planned – improving the patient room experience.



1 Glickman, S. W. et al. Patient satisfaction and its relationship with clinical quality and inpatient mortality in acute myocardial infarction. *Circ. Cardiovasc. Qual. Outcomes* 3, 188–195 (2010). Available at <https://www.ahajournals.org/doi/full/10.1161/CIRCOUTCOMES.109.900597> (last viewed 10/08/2019).

2 Jock Hoffman, CRICO and Supriya Raman, CRICO Communication Factors in Malpractice Cases (2012). Available at <https://www.rm.f.harvard.edu/Clinician-Resources/Newsletter-and-Publication/2012/Insight-Communication-Factors-in-Mal-Cases> (last viewed 10/08/2019).

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