



The situation

For hospitals, medical offices and dental offices, the priority is to continuously provide high-quality, cutting-edge care. However, that care doesn't always extend to the entire patient experience—a driving factor in the healthcare industry.¹ To keep patients from getting impatient, and to attract a new clientele, medical facilities need to offer VIP treatment from the moment patients walk into the waiting room. With top entertainment options, DIRECTV is a logical solution for alleviating boredom and anxiety, and for creating a more pleasant atmosphere.

Best practices for meeting member expectations

Waiting rooms of years past were littered with tattered magazines. Today, medical and dental practices need to give patients a more engaging form of entertainment to pass the time, because active waiting feels shorter than clock watching.³ Installing a flatscreen TV with a range of programming that extends beyond local news is a welcome sight for visitors who may be dealing with the stress of health issues.



DID YOU KNOW?

Television is an effective distraction in the waiting room and in treatment rooms. It draws attention and is a familiar element that provides a calm, more comforting atmosphere.²

3 trends to examine



Room in the budget

As TV costs fall, more hospitals and clinics have been able to afford TVs to enhance their waiting rooms.²



Renovation is in

In an effort to boost satisfaction, many healthcare organizations are redesigning their patient rooms and clinical spaces.¹



Going digital

It's out with magazines and in with tablets at the more forward-thinking facilities. Offices now offer personalized time-killers like games, social apps and editorial content.³

3 challenges making the rounds



Appropriate programming

Many medical institutions do not put a great deal of thought into what type of programming they show in their waiting rooms. Some just tune to local stations, while others show inappropriate content that creates an anxiety, making the waiting experience actually feel longer.²



Station-to-station waiting

Waiting has become an ever-present challenge at larger medical organizations. Patients wait for their appointment day, after checking in, in an examination room, and for results. These organizations need to consider every step of a patient's visit and minimize the unpleasantness.¹



Functional space design

Many waiting rooms have common design flaws, such as a lack of space between chairs and, poor accommodations for larger groups, not enough seating with direct sight lines to information sources, and nowhere to put personal items and devices.⁴



DIRECTV is just what the doctor ordered

Medical facilities can cure dissatisfaction by improving in a few critical areas. With DIRECTV on TVs throughout the office, patients have access to the information and entertainment that helps tensions subside, encourages positive reviews and lifts expectations.

1 Relieve anxiety

PROBLEM

Providing television to make the waiting room more inviting and comfortable can backfire if the staff doesn't pay attention to what's on the screen.²

SOLUTION

According to a study at seven clinics in the Weill Cornell Medical Center/New York Presbyterian Hospital system, patients who visited more attractive facilities reported a reduction in anxiety, as well as better overall satisfaction with the quality of care received.³ DIRECTV adds to the ambience of a medical office, giving it a modern, active feel.

2 Positively impact word of mouth

PROBLEM

When reviewing their doctor or dentist visit on rating websites, patients tend to comment on wait times and waiting room ambience more than they complain about doctors' clinical skills.⁵

SOLUTION

An easy way to make a strong and lasting impression is to offer world-class entertainment with DIRECTV. From breaking news to popular shows to big games, DIRECTV has the programming that will leave patients satisfied with their visit.

3 Elevate expectations

PROBLEM

In waiting rooms that lack comfort, privacy and access to technology, patients' unpleasant experiences lead to lowered expectations for the quality of care they may receive from doctors.¹

SOLUTION

Clinicians can prevent patients from letting a bad waiting room experience influence their opinion of their overall treatment. Having movies, news, shows and sports on DIRECTV demonstrates to patients that a physician cares and wants to go the extra mile to make everyone feel right at home.



DIRECTV is the perfect prescription

When patients are relieved of the typical boredom and stress of an office or hospital visit, they already feel a little better. That's why DIRECTV is the ideal remedy for an underwhelming atmosphere. After all, action, drama and laughter are all the best medicine in the waiting room.



Kid-friendly content

When parents bring children to appointments, DIRECTV keeps the fun coming with cartoons, family movies and educational shows.



Stand out from the crowd

Choosing a new doctor is a daunting task. The practice that offers DIRECTV has a leg up on the competition.



Keep the staff plugged in

When big news breaks, DIRECTV gives everyone in the office access to the best round-the-clock coverage.



Create an inviting atmosphere

Many medical offices are a cold, sterile environment. DIRECTV welcomes patients with warmth and liveliness.

55%

The percentage of patients that said they would like to have access to estimated wait times on a screen in the waiting room.⁶



Optional add-ons for a feel-good visit

Getting an extra dose of entertainment is as easy as adding these incrementally valuable DIRECTV features to their service.



Game on

Fans won't miss a minute of the action when you give them our popular sports packages. Pump them up with NFL SUNDAY TICKET, MLB EXTRA INNINGS® and NBA LEAGUE PASS, just to name a few.



TV that speaks their language

DIRECTV is fluent in international programming, so there's a wide variety of foreign-language packages featuring channels from around the globe.



More everything

Go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.

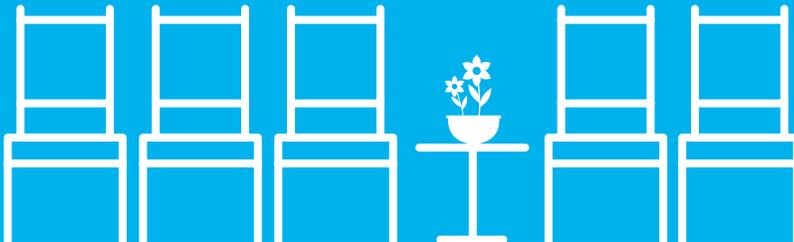


4 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Take the tension out of the treatment rooms.
- 2 Make wait times fly by in the waiting room.
- 3 Bring in an extra benefit for the breakroom.
- 4 Stay connected in private offices.

21
MINUTES

The average waiting time at medical practices nationwide.³



922.6
MILLION

The number of annual visits to physician offices in the U.S.⁶

1 <https://www.steelcase.com/research/articles/topics/healthcare/new-insight-into-the-patient-experience/>
2 <http://articles.itsrelevant.com/2016/08/31/medical-waiting-room-tv-what-are-you-telling-your-patients/>
3 <https://www.patientpop.com/blog/running-a-practice/6-strategies-turn-waiting-room-asset/>

4 <http://www.beckershospitalreview.com/patient-flow/how-are-waiting-rooms-tied-to-patient-experience-5-key-findings.html>
5 <http://www.npr.org/sections/health-shots/2015/08/06/429624187/on-yelp-doctors-get-reviewed-like-restaurants-and-it-ranks>
6 <https://www.cdc.gov/nchs/fastats/physician-visits.htm>

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