Case Study: Queen’s North Hawai’i Community Hospital

Modern Visual Communication Solution
When Queen’s North Hawai’i Community Hospital first implemented workplace digital signage from Marlin, the goal was simple: Provide staff and visitors with a modern visual communication platform that is both engaging and easy to manage. cases, and prevent other patients from being exposed to the highly contagious disease. Having the right information at the right time became absolutely crucial. Fortunately, Lynn already had a robust digital signage infrastructure in place to distribute that information with ease.

Marketing and Communications Manager Lynn Scully was able to prove out the Marlin solution at the rural hospital on Hawai’i Island, adding additional screens over the next 5 years to cover an expanded ER and new off-site clinics.

Right away, Lynn was impressed with the ease in which she could add content that could be distributed so rapidly. “We use it to the max. It’s like our little workhorse.”

“The pace of change is so amazing,” Lynn points out as her staff readied for the latest surge. “It’s not just changes within our hospital... we’re part of a larger healthcare system, and then there’s also the national guidance about COVID-19. Because of the critical nature, I don’t know what we would have done if we didn’t have our digital boards.”

Put to the Test During COVID-19
In July of 2020, Hawai’i started to experience a second, much greater wave of COVID-19 cases. As essential workers, hospital staff need to stay healthy, be ready to handle the influx of COVID-19 The change that Lynn discusses concerns the latest updates to Personal Protective Equipment (PPE) and other COVID-19 mitigation efforts that must be enforced among staff and visitors. Lynn starts her day with a COVID planning meeting. The information discussed in those meetings can then be put on the hospital’s digital boards without delay.
And if there’s a change in advice throughout the day? Lynn acknowledges that this actually happens frequently. “Managers will come to me and say, ‘Sorry, it’s changed again for the third time.’ But it’s no big deal. I just update the file, and in a few clicks the new message is out there.”

**For Employees on the Move**

“We’re the perfect workplace for non-traditional communications,” says Lynn. “We’ve got nurses and other clinical personnel who never sit at a desk. The only time we’re catching them is when they see the digital boards.”

Lynn remembers what communications used to look like before the modern updates. This included the use of flyers or printed books with daily information—communications that can be overlooked and just aren’t very efficient. “It’s so much easier and more appropriate for our workforce to sit during their breaks and absorb info in this modern way with the digital boards.”

Even when the boards are used to get out crucial messaging related to COVID-19, there are also opportunities to post lighter, feel-good material. This includes content that contains comments from appreciative patients. And there’s always a place for employee recognition, whether it’s showing off individual achievements or recognizing the entire housecleaning crew for their quick turnarounds on room cleanings.

The boards also make it really easy to show off photos of staff. As Lynn points out, “People love seeing their pictures, even if they say they don’t.” Sometimes she’ll enlist help from staff to get the ball rolling. For example, to help illuminate what 6’ really looks like (in reference to the CDC-recommended social distancing guidelines for COVID-19), Lynn encouraged staff to take photos of themselves with some interesting 6’ comparisons—from the width of a truck bed to the length of a horse.

“I don’t know what we would have done if we didn’t have our digital boards.”

It’s clear that this kind of custom content displayed on their digital boards helps bring staff closer and promotes their unique, rural culture. This is particularly important for the offsite clinics where they may feel more isolated if it weren’t for the digital boards.

**Looking Forward**

Lynn points out that the digital boards are always a component of the communication at the hospital and clinics, “and managers know it’s part of every communication we do. It’s so easy, so instant. I cannot say anything but wonderful things about the Marlin boards. It’s always on my wish list to add more every year.”

“Our Marlin digital communications boards have been critical in helping us communicate the continual changes to procedures, equipment, etc., at the hospital during the COVID-19 pandemic. Things have been changing so fast, we really appreciate the fact that we basically can get information to our staff within a few short minutes!”

—Lynn Scully, Marketing and Communications Manager
About Queen’s North Hawai‘i Community Hospital

Queen’s North Hawai‘i Community Hospital is a 35-bed, full-service, acute-care hospital located in the heart of Waimea (Kamuela) on Hawai‘i Island, at an altitude of 2,600 feet and at the base of the often snow-topped mountain of Mauna Kea. Queen’s North Hawai‘i Community Hospital is located in the heart of ranching country and serves more than 30,000 residents in North Hawai‘i, as well as the many visitors to the island. In 2014, the rural hospital became part of The Queen’s Health Systems family of companies. [www.queens.org/north-hawaii/north-hawaii-community-hospital](http://www.queens.org/north-hawaii/north-hawaii-community-hospital)

About Marlin Software, LLC

Marlin, a global leader in workplace digital signage and content solutions, helps managers reach employees using the latest SaaS-based technology to deliver visual communication. Designed specifically for the workplace, Marlin’s patented digital signage solution is known for ease-of-use, content options and flexibility. For over 100 years, Marlin has delivered visual communication programs that engage, inform and motivate employees. [www.themarlincompany.com](http://www.themarlincompany.com)