

CASE STUDY: WESTMED MEDICAL GROUP

Samsung Video Wall Solution Provides “Visual Therapy” for WESTMED Patients



OVERVIEW

Customer Need

WESTMED Medical Group provides comprehensive outpatient healthcare at nine sites in Westchester County, N.Y. A frontrunner in the use of cutting-edge technology to deliver quality care, WESTMED wanted to implement a digital signage solution to deliver visual content and create a warm, therapeutic environment for patients throughout its new 85,000-square-foot, multi-specialty medical office. To fit seamlessly along the center's 300-foot corridors, the displays needed to be ultra-thin while still offering exceptional picture quality.

Samsung Solution

The Samsung ME Series edge-lit LED LCD displays provided the perfect combination of thin profiles, picture quality and affordability. With a bezel width of just 15.1mm, the displays allow a nearly seamless connection across the video wall. A 1920 x 1080 resolution, a 5000:1 contrast ratio and Samsung picture technology ensured the array of gorgeous visual content would be delivered to visitors in all its glory.

Results

The Samsung LED-lit video walls have been successful in providing visual engagement and a therapeutic environment to WESTMED patients of all ages. Following what the WESTMED President and CEO Dr. Simeon Schwartz describes as “phenomenal feedback,” the medical group is standardizing to Samsung LED displays at other sites. It will also use Samsung displays for video walls at facilities that are currently being planned for WESTMED's healthcare services customer locations in Brooklyn and White Plains, NY.



THE CUSTOMER

WESTMED Medical Group

Formed in 1996 in Westchester County, N.Y., WESTMED Medical Group is a physician-owned and managed multi-specialty practice that takes a comprehensive approach to improving community health care. A pioneer in integrating electronic medical records and other new technologies, WESTMED has received wide recognition for excellence in providing full-service, coordinated patient care. It has grown rapidly, and today has 250 physicians and more than 1,000 employees providing outpatient healthcare, ranging from primary and specialty care, radiology and lab to urgent care, to nearly 240,000 patients at nine integrated sites in central and southern Westchester County.

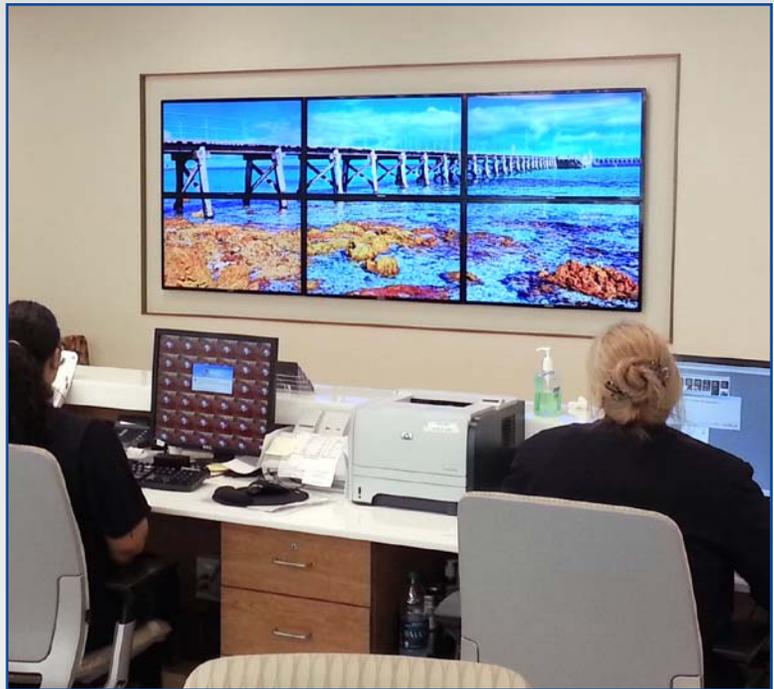


photo: WESTMED Medical Group

“We’re a super-center for healthcare, a one-stop shop for patients,” said Dr. Simeon Schwartz, WESTMED’s President and CEO. “We’ve spent a lot of time on workflow and analytics to be effective both clinically and operationally. The fast turnaround is a result of several strategies, but what the patients see is that doctors are available, and they have the information they need.”

WESTMED’s integrated approach has proven to be a success, with other healthcare facilities wanting to replicate the medical group’s delivery of quality full-service care built on operational efficiencies and state-of-the-art systems. Its healthcare services management arm, WESTMED Practice Partners, is building and managing facilities for other healthcare providers that are seeking to establish free-standing, integrated healthcare centers. The medical group is affiliated with a growing number of hospitals, including Greenwich Hospital, the Lawrence Hospital Center and White Plains Hospital.



photo: WESTMED Medical Group

THE CUSTOMER NEED

Visually engaging digital displays to create a warm, therapeutic environment

In building its comprehensive healthcare centers, WESTMED recognizes the therapeutic value of patient surroundings, and devotes attention to creating a visually appealing healing environment with furnishings and artwork. However, for its new medical office at Westchester's Ridge Hill in Yonkers, WESTMED wanted to implement a new strategy to engage patients visually.

Recalling various video walls he had seen, such as in New York City's Grand Central Station and McCarran International Airport in Las Vegas, Dr. Schwartz was convinced the answer was digital signage. But the idea presented a tough challenge. The video walls were to be installed in the center's two main 300-foot-long corridors, and on the second floor entrance check-in lobby. "Unlike other places where they had enormous spaces, we have tight corridors," Dr. Schwartz said. "How could we adopt the technology to deliver an enjoyable visual experience in spaces that were only six to eight feet wide?"

"WESTMED required top-of-the-line equipment, with the highest resolution and performance."

– Eli Hezi,
co-founder of ESSENTIALCOM

WESTMED partnered with ESSENTIALCOM, an M/WBE based in White Plains, N.Y., to design a cutting edge solution. A leading provider of audio-visual solutions, ESSENTIALCOM worked with the WESTMED team to identify the video wall technology that could address this challenge and be rolled out in time for WESTMED Ridge Hill's grand opening. "WESTMED required top-of-the-line equipment, with the highest resolution and performance," said Eli Hezi, co-founder of ESSENTIALCOM. "But there wasn't sufficient space for video walls, displays and players. With only a 2.5-inch depth available, the project required ultra-thin displays."

ESSENTIALCOM began a search for display manufacturers, but only Samsung offered the required combination of thin displays, narrow bezels and affordability. According to Dr. Schwartz, Samsung's reputation also played a part in the selection process. "Many of us had experienced Samsung products in our homes and know Samsung really is the leading manufacturer of LED displays," he said.

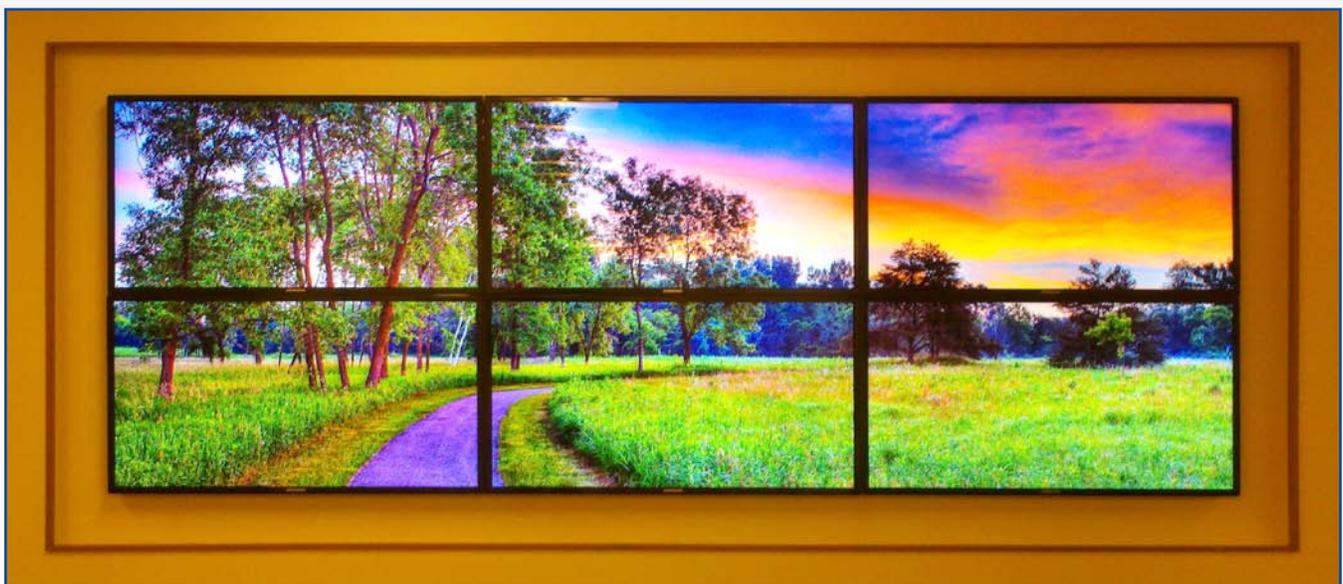


photo: WESTMED Medical Group

THE SAMSUNG SOLUTION

ME Series Edge-lit LED LCD Displays

WESTMED selected Samsung's new ME Series of commercial edge-lit LED LCD displays to deploy at Ridge Hill in a series of video walls at key locations around the center. The video walls, consisting of between two and six 40-inch panels each, were installed in narrow insets allowing the ultra-thin displays to remain flush with the wall and give the appearance of floating in place.

“That’s why we like Samsung technology. It gives vibrantly intense color.”

– Dr. Simeon Schwartz,
President and CEO,
WESTMED Medical Group

By partnering with digital media provider YCD Multimedia to integrate hardware, software and content, WESTMED Ridge Hill's 22 video walls could be controlled centrally to deliver high-definition video clips and images around the 85,000-square-foot facility. Visual content included beautiful natural scenery, vacation photos contributed by employees and patients, and information about WESTMED's educational programs,

seminars and lectures on new community health initiatives. “These were not meant to be billboards,” said Dr. Schwartz. “Ninety percent of the content is therapeutic.”

With the goal of creating a serene, welcoming and healing atmosphere using captivating images, it was important for the video walls to deliver superior image quality. The images should not be stretched across multiple panels but instead displayed at native resolution on each. “We chose pictures with excellent color saturation that could be presented at full resolution across multiple panels,” said Dr. Schwartz. “That’s why we like Samsung technology. It gives vibrantly intense color.”

The ME Series is an ultra-slim large format display offering superior brightness, extraordinary dynamic contrast and the energy-saving benefits of LED backlighting. Its thin bezels measuring just 15.1mm enable the creation of video walls with virtually invisible connections between displays. Screen quality is outstanding, with 1920 x 1080 resolution, a 8ms response time and Samsung picture technology.

The vibrant and rich images are created through the panel's ability to avoid diffused reflections from external light, minimizing glare. The result is a dynamic visual experience, with image quality that is sharper and higher in contrast ratio, revealing deeper blacks and brighter colors.

“In my view the Samsung panels were far superior,” said Dr. Schwartz. “We were able to use the pictures we wanted to use and carry the image all the way to the edges without losing the effect of merging panels.”

Quick Profile: ME SERIES EDGE-LIT LED LCD DISPLAYS

As used by WESTMED Medical Group



DISPLAY SIZES (DIAGONAL):
40/46/55 inch class

SCREEN DEPTH: 1.2 inches

PANEL TECHNOLOGY: Edge-lit LED
LCD BLU 60/120Hz

RESOLUTION: 1920 x 1080

BRIGHTNESS: 350 nits

CONTRAST RATIO (TYPICAL):
5000:1

VIEWING ANGLE: 178°

RESPONSE TIME: 8ms

BEZEL WIDTH: 15.1mm (top and
sides); 16.6mm (bottom)

FEATURES: Built-in TV tuner, built-in
MagicInfo Lite signage software, built-in
speakers, Plug and Play

POWER CONSUMPTION (TYPICAL):
ME40B – 86W / ME46B – 92W / ME55B
– 117W

ENVIRONMENTAL: EMC Emission
Standard; Energy Star 5.0 compliant;
RoHS compliant

STANDARD WARRANTY: 3 years
on-site (parts/labor/backlight)



photo: WESTMED Medical Group

THE RESULTS

Video walls drive improved patient experience and new opportunities

Dr. Schwartz describes physician and patient feedback on the video walls as phenomenal. The project has been successful in providing visual engagement and a therapeutic environment to patients of all ages.

“We had a patient commenting that her young daughter was looking forward to coming back into the Ridge Hill center to see a particularly striking picture she had remembered seeing on the video wall,” said Dr. Schwartz. “It has certainly had a great impact in creating a warm, relaxing atmosphere for patients.”

In addition, with the ease in integrating content throughout the facility, it has encouraged WESTMED staff and patients alike to contribute their own images.

“In a space like WESTMED, the solution wasn’t just about the look and feel of a new office, it was about the whole healthcare experience.”

– Sam Losar, President of YCD Multimedia Inc.

“I see the video walls at WESTMED as a perfect example of applied digital media, one that provides the right tools for a healthcare provider interested in communicating with its patients and providing an ambient and relaxing environment,” said Sam Losar, President of YCD Multimedia Inc. “In a space like WESTMED, the solution wasn’t just about the look and feel of a new office, it was about the whole healthcare experience.”

Another significant result of the WESTMED Ridge Hill project is the standardization of technology across other WESTMED locations. “We do try to standardize the look and feel of our offices, and this helps to deliver a uniformity and quality to all locations,” said Dr. Schwartz.

WESTMED Practice Partners’ customers have been equally impressed with the modern sleekness and image quality of the Samsung LED video walls, and WESTMED is now planning to disseminate this new dynamic way of visually engaging patients and creating a healing atmosphere at offices in Brooklyn and White Plains, NY.

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