

Mvix | Case Study: Encompass Health

Summary

- Encompass Health wanted an engaging medium to supplement email for employee communications and engagement initiatives.
- The project included 6 digital signs throughout the hospital, content management software (CMS) and Implementation Support.
- The hospital noted an increased interest in employee engagement initiatives and improved communication across departments

Introduction

[Encompass Health](#), one of the nation's largest providers of post-acute healthcare services, has implemented a digital signage network of 6 networked display in Fredericksburg, Va. The screens in the Fredericksburg rehabilitation hospital are for employee communications.

The signs, managed by Human Resources, display important updates on internal processes and the company, share birthday and anniversary messages, and showcase current employee engagement initiatives.

| Encompass Health Rehabilitation Hospital of Fredericksburg

Formerly known as the HealthSouth Corporation, Encompass Health is one of the country's largest providers of post-acute healthcare services. They offer both facility-based and home-based post-acute services in 36 states and Puerto Rico through their network of inpatient rehabilitation hospitals, home health agencies, and hospice agencies.

To provide world-class care, Encompass places a huge focus on the FIM score. The Functional Independence Measurement (FIM) is an outcome measurement tool used by physical therapists and other healthcare professionals to measure overall independence during specific functional tasks. Encompass Health Fredericksburg has consistently ranked high for this score.

This focus on quality is also reflected in their discharge to community measure of 79.4%. With a net operating revenue of \$3.9 billion, Encompass is able to provide the highest-quality integration inpatient and home-based care.

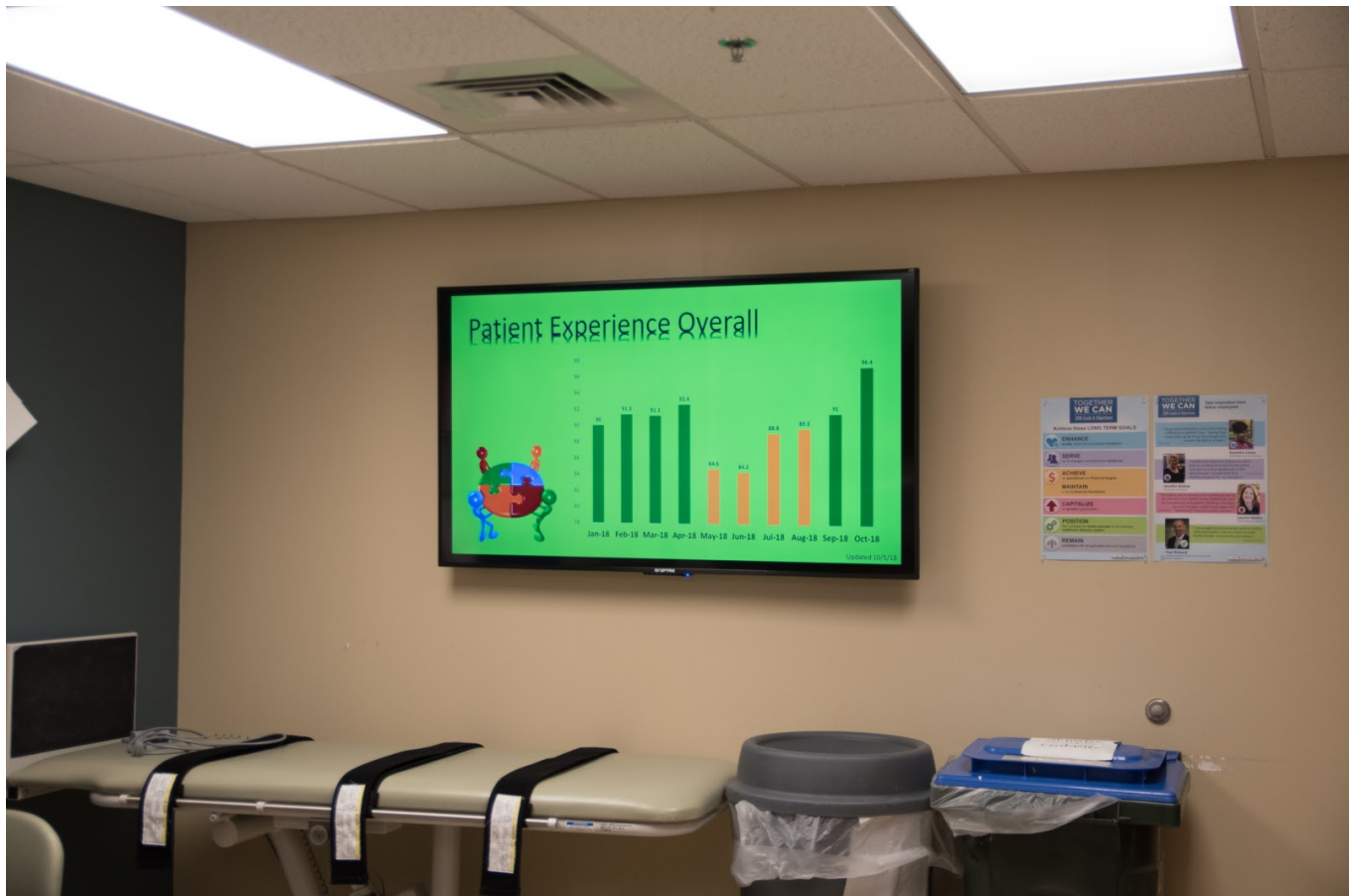


| The Challenge

The HR department at Encompass Health Fredericksburg was desperate to improve the network of internal communications at their facility. The only communications they had with their team were emails, which were checked infrequently and often forgotten, or paper posts in the employee break rooms, which were easy to overlook and limited to static content only.

Another challenge was the scope of the project. The Fredericksburg facility covers a large area, holding 58 beds, 40 private and semi-private rooms, a cafeteria, and over 200 employees. Because employees are often spread out across the various wings of the hospital, they required a system that could cover all employee stations with relevant information.

The CEO of Encompass Health Fredericksburg was a champion of using digital signage as an answer to these challenges.



What needed to be done:

- **Share important employee communications quickly and effectively across the hospital**
- **Increase engagement in employee initiatives**
- **Provide modern, attractive digital messaging**

| The Solution

Working together with the Mvix team, Encompass Health of Fredricksburg implemented a network of 6 digital signs strategically located in the break rooms, nurses stations, and the check in/out locations.

The [Mvix platform](#) offered:

- scalability - the cloud-based digital signage network allowed for connected devices across a large facility
- advanced scheduling - new employee initiatives and team goals could be scheduled and posted in advance
- remote management - the HR department can monitor sign content anywhere in the hospital from a single location
- content-rich features - integrations with company photos and metrics platforms draw attention to the displays and the posted messages

“We wanted a solution that could do everything we needed from anywhere in the hospital,” said David Cashwell, CEO of Encompass Health Fredericksburg. “The cloud-based data sharing helps keep staff updated on changes to our processes and we can push targeted performance improvement projects directly to our employees.”



Components used:

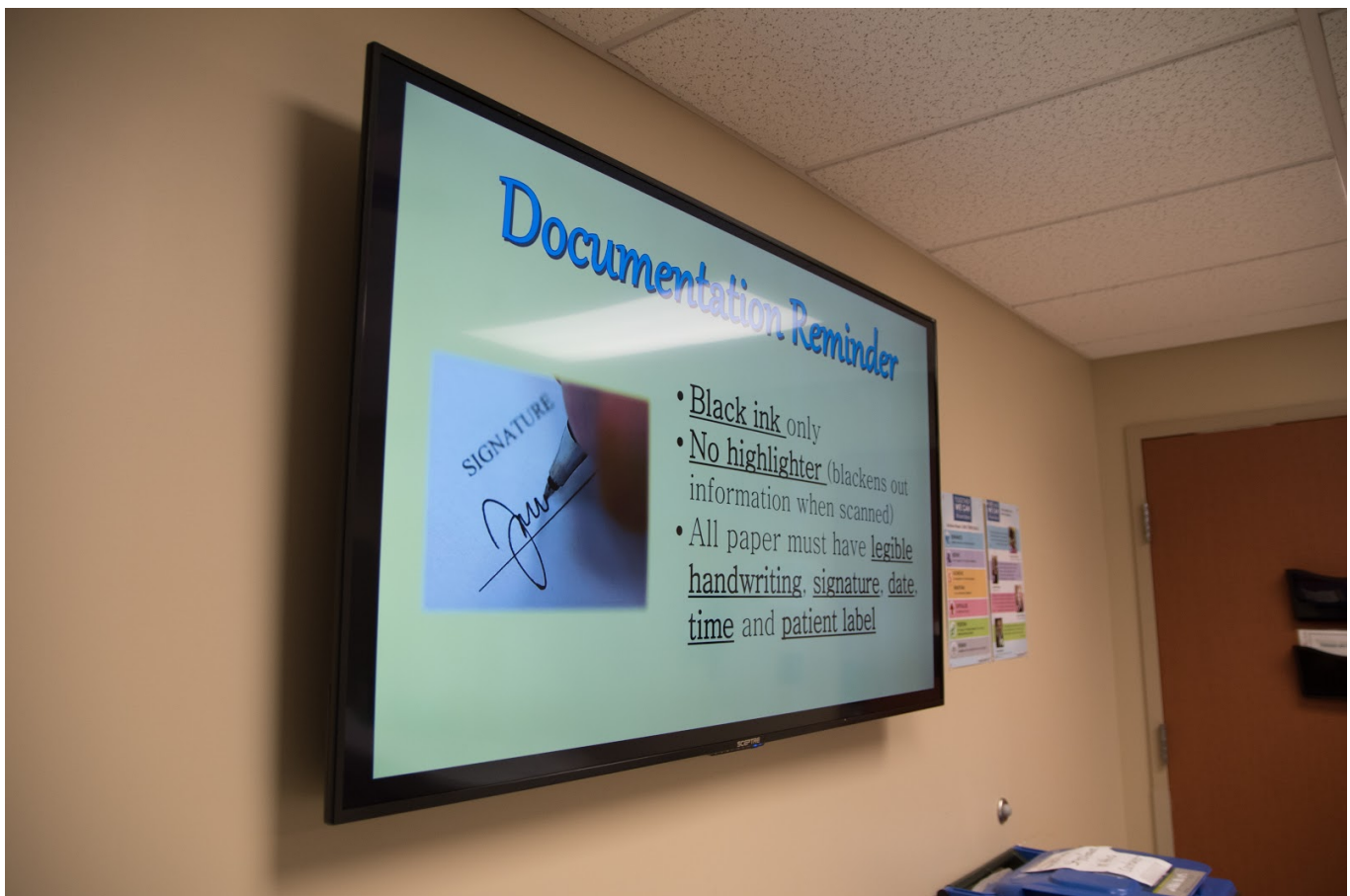
- *Six digital signage players and displays*
- *Content management software - XhibitSignage*
- *Content integrations - event listings, weather, performance metrics and photo slideshows*
- *Professional services - education & training, implementation assistance*

| The Results

As a result of the networked digital signage screens, the HR team saw an increased awareness of performance improvement campaigns and greater engagement in company initiatives.

The Director of Quality, Bryana Reilly, was satisfied with the return on investment they saw out of the new communications platform.

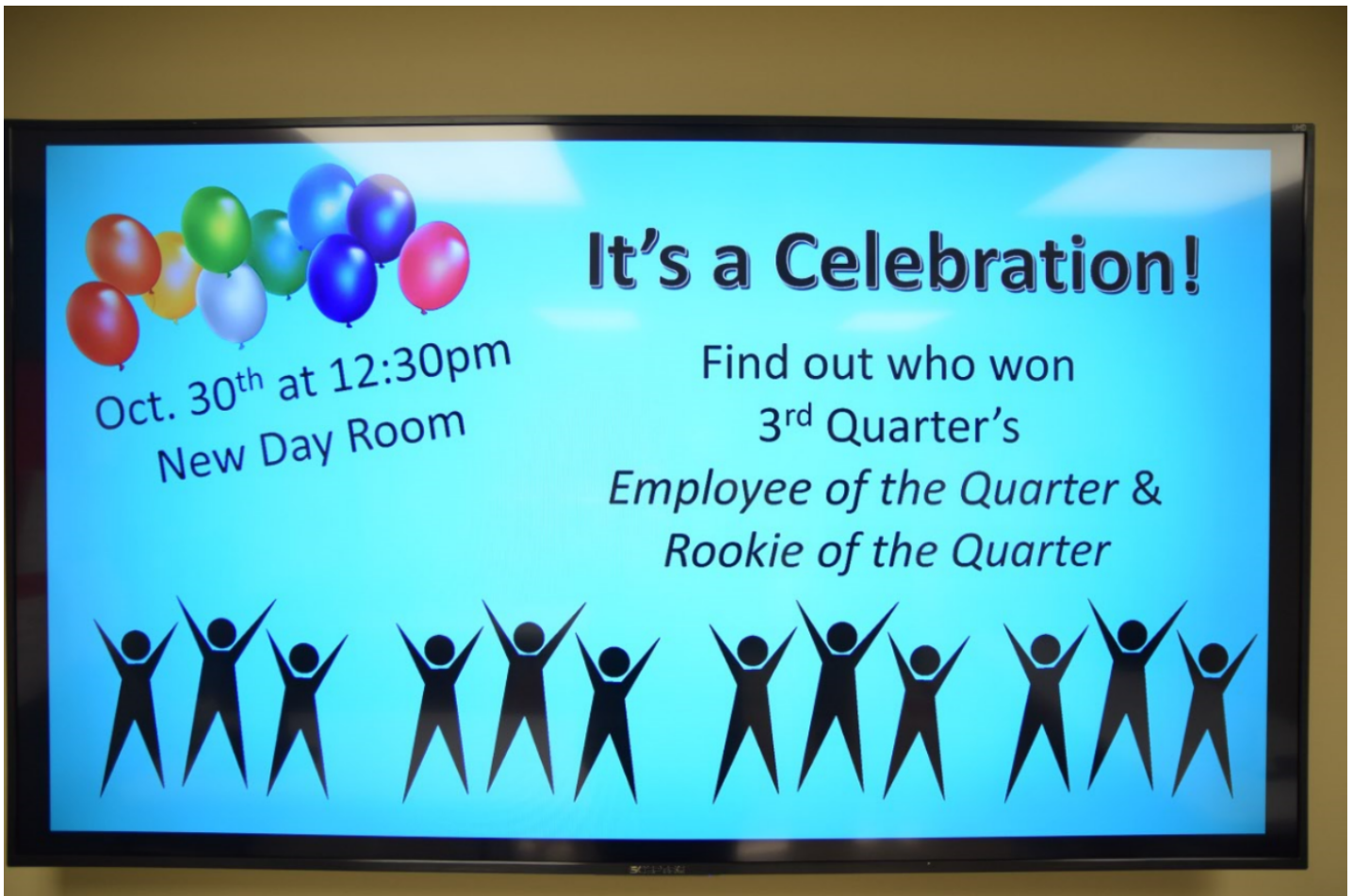
“The digital signage system is a great tool to communicate efficiently and effectively with our staff,” said Bryana. “The technology is impressive, and I think every healthcare facility needs quick, reliable channels of communications.”



One unexpected benefit of the signage implementation was the boost it had for HR initiatives. The HR team had previously run events called “Fun Fridays” that would promote good causes in the local community, whether it was charity walks or donation drives.

Before the signs, the only promotion they had of these events were emails and hospital-wide meetings. With the introduction of digital signs, the team could easily advertise Fun Fridays and pair it with attractive content.

“People love to see themselves on the displays when we post the Employee of the Quarter or they win one of our performance competitions,” says Bryana. “It’s a powerful tool for us to use, but it also empowers our employees, which is really what we were looking for in a solution.”



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Bryana Reilly, Director of Quality at Encompass Health Rehabilitation Hospital of Fredericksburg



About the Companies



About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage software solutions that connect brands with people.

To date, our platform, [XhibitSignage](#), powers over 50,000 active screens for clients including Virginia Tech, NASA, Sodexo, Discovery Channel, Nike and the University of Washington in a variety of applications that include employee communication, wayfinding, emergency messaging and customer communications.



About Encompass Health

Encompass Health is one of the United States' largest providers of post-acute healthcare services, offering both facility-based and home-based post-acute services in 36 states and Puerto Rico through its network of inpatient rehabilitation hospitals, home health agencies, and hospice agencies.

For more information, visit www.encompasshealth.com/fredericksburgrehab