

## HEALTHCARE

# CAYIN's Digital Signage Solution Brings Better Healthcare Experience

## BRIEF PROFILE

Place: Mexico

Industry: Healthcare

Solution:

- SMP Player x 3

### Proquimed Laboratory

Proquimed laboratory adopted CAYIN's digital signage solution to solve the challenge it encountered in building a customized queuing system that integrates into digital signage for better patient flow management.



### Background:

This project was successfully conducted by Reed Multimedia, CAYIN's Mexico distributor, CAYIN's digital signage solution contributes to delivering the best healthcare experience.

### Proquimed laboratory in brief

Proquimed, one of the major clinical analysis laboratories in Guanajuato Mexico, sets the mission of being the most reliable medical diagnosis support company with the best customer service and advanced equipment.

With its high quality and excellence, Proquimed has received the recognition of Quality Assurance Program(PACAL) and ISO 9001 certification that supports a system aimed at providing better care.

### Well-Managed Patient Flow for Efficient Care Service

Well-managed patient flow is essential to achieve a satisfying healthcare experience. Good patient flow management minimizes patient queuing while poor patient flow management maximizes patients' suffer from queuing delay.

Proquimed took this issue seriously and decided to install digital signage that integrates with a specialized queuing system by applying CAYIN's digital signage solution to enhance the quality of care service.

CAYIN SMP-2300 offers the web-based skin editor and supports diverse multimedia formats, providing high flexibility to customize displaying template and content for efficiently communicating with patients as well as optimizing the patient flow. Displaying content including news, date and time, weather, and the queue information provides real-time updates on the latest health information and queuing status simultaneously.

CAYIN Web SDK (Software Development Kit) is the perfect solution for creating your own management tools to meet personalized needs. With its powerful functions, Proquimed laboratory succeeded to build a specialized queuing system by HTML and PHP program that serves the needs of streamlining the process of taking and recollecting samples. The new queuing system improves the patient flow that helps to serve patients efficiently, leading to a higher brand reputation.



### Multifunctional Information Platform Creates Better Patient Experience

Providing high-quality care service is the universal goal of healthcare facilities worldwide. However, the biggest challenge of achieving this task is to overcome the inefficiency of the system and communication platform.

Digital Signage plays the role as the diversified information platform that reaches the purposes of information delivery, education, and patient flow management all at once, providing useful information for patients efficiently. The laboratory is pleased by the high-quality and powerful functions of CAYIN's digital signage solution, which not only helps deliver the best health care experience to patients but also helps increase healthcare providers' job satisfaction as well.

#### CAYIN Technology in Brief

CAYIN Technology is a 16-year professional digital signage solution and software developer from Taiwan. By offering a complete portfolio of appliance-based digital signage solutions, CAYIN dedicates itself to being a reliable partner to clients worldwide and has successfully set up various applications globally. In order to best facilitate the deployment of its products, the company also provides tailored services to satisfy the ever-growing market demand for almost limitless applications.

#### Reed Multimedia in Brief

Reed Multimedia is a marketing and advertising agency that offers complete solutions involving technology, communication and creativity. The current market demands increasingly creative and effective tools, which is why we provide services that support the multiple business strategies of our clients and allow them to obtain tangible results.



#### CAYIN Technology Co., Ltd.

3F., No. 57, Sec. 3, Zhongshan N. Rd., Zhongshan Dist., Taipei City 104, Taiwan  
 TEL: +886-2-25951005 FAX: +886-2-25951050  
 sales@cayintech.com <https://www.cayintech.com/>