

Operational Cohesion

Interdepartmental Integration

Unified Patient Experience

Case Study

Future Proofing Patient Experience at Scale.

Custom VisiCare™ Communication System

281.465.0040 | [VISICARE.com](https://visicare.com)



UPMC **Welcome To The Emergency Department**

TODAY'S DATE **ROOM # ENT**

MY CARE TEAM

Physician ☐ PA / CRNP ☐ Nurse ☐ Nurse Leader ☐ Patient Care Technician ☐

MY PLAN OF CARE

PAIN MANAGEMENT

No Pain 0 1 2 3 4 5 6 7 8 9 10 Worst Possible Pain

Wong-Baker FACES® Pain Rating Scale

0 No Hurt 2 Hurts Little Bit 4 Hurts Little More 6 Hurts Even More 8 Hurts Whole Lot 10 Hurts Worst

ACTIVITY LEVEL

☐ Independent ☐ Fall Risk

FOOD OR DRINK ALLOWED?

☒ YES ☐ NO

Please Call, DON'T FALL!

HOURLY ROUNDING

2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00 1:00 2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00

TESTING

Labs ☐

X-Ray ☐

CAT Scan ☐

IV Fluids ☐

EKG ☐

Ultrasound ☐

Doppler ☐

MRI ☐

Other ☐



► Executive Summary

A world-renowned integrated health system — one of Pennsylvania's top-ranked health systems and a Pittsburgh metro area leader recognized by U.S. News & World Report — faced a familiar challenge for any large network: inconsistent visual identity and fragmented patient communication across its hospitals.

Through a long-term partnership with VisiCare™, the health system implemented custom patient communication boards that unified its visual language, strengthened interdepartmental cohesion, and improved staff efficiency. Just as importantly, the solution was built to grow with the system — giving teams the ability to update board content as policies and procedures evolve, without replacing the physical board each time.

A Partnership Built to Last

With more than 100,000 employees operating across more than 40 hospitals, this integrated nonprofit health enterprise is an industry leader known for excellence in transplantation, cancer care, and neurology. Its scale is a strength, but that same scale — an expansive, geographically distributed network of historically freestanding hospitals — created real challenges in maintaining operational and brand consistency.

Rather than approaching patient communication boards as a one-off purchase, the health system partnered with VisiCare™ to develop a durable, evolving system. Over the course of the relationship, VisiCare™ has served as a reliable, service-oriented partner, helping the network align its bedside communication environment with its high standards for patient-centered care. This ongoing collaboration laid the groundwork for a solution designed to adapt as the system grows.

PATIENT ROOM

► THE CHALLENGE

Across the network, individual hospitals operated with distinct variations in visual identity, wayfinding, and communication tools. Patient communication boards differed drastically by department and by facility, creating inconsistencies in messaging and care coordination.

This fragmentation made it difficult to deliver a unified brand and a dependable patient experience — the same service line could look and function differently from one campus to the next. The system needed a standardized, user-friendly tool to:

- Establish a consistent visual language across hospitals
- Enhance staff collaboration and reduce patient uncertainty
- Adapt to each facility's unique layout and workflow
- Evolve over time as policies, procedures, and standards changed

That last requirement proved decisive. Healthcare environments change constantly — new regulatory standards, updated protocols, and refreshed care practices are a fact of daily operations. A rigid board system would mean costly, disruptive replacements every time something changed. The system needed a smarter, growth-minded approach.

► THE SOLUTION

To resolve the dilemma, the health system collaborated with the VisiCare™ Art Team to develop custom dry-erase patient communication boards tailored to its clinical workflows and brand requirements. Adaptable brand guidelines were established and executed through a system-wide rollout, allowing for seamless integration across every unique hospital environment.

The key differentiator was flexibility. VisiCare's growth-minded VisiCare™ White Board system was engineered so that content can be updated as new policies and procedures arise — without installing an entirely new whiteboard each time. When a protocol shifts or a standard is introduced, the custom graphic insert evolves with it. This scalable design delivers several clear advantages:

- **Cost-effective innovation:** Updates happen without full board replacement, reducing recurring capital expense and installation disruption.
- **Compliance-ready adaptability:** As new healthcare standards emerge, boards can be refreshed to reflect current requirements.
- **Consistency at scale:** A shared visual language holds steady across hospitals and departments, even as individual content changes.
- **Minimal training:** An intuitive interface supports high staff adoption with little on-boarding.

The result is a system that maintains brand continuity while supporting clear, patient-centered communication at every site — and that keeps pace with the health system's ongoing growth.



Standardized Branding
Across 22
Regional Hospitals

Regional Alignment
With System Specific
Standardized Designs

1 Unified
Visual Language

UPMC JAMESON

Welcome To The Emergency Room

TODAY'S DATE _____ ROOM # **11**

MY CARE TEAM

ER Nurse ER Technician ER Provider Advanced Practice Provider

OUR GOAL is To Provide Excellent Care to Every Patient.
If you or your family members have concerns, please contact the Emergency Director at 724-434-4234.

ADMITTING / Discharge Orders Room Assignment

UPMC LIFE CHANGING MEDICINE

WELCOME TO UPMC PRESBYTERIAN EMERGENCY DEPARTMENT

Room # _____

TODAY'S DATE Sun Mon Tues Wed Thurs Fri Sat

For Your Safety — Please do not attempt to get up without assistance
CALL DON'T FALL

ANY FOOD OR DRINK ALLOWED?
☒ YES ☐ NO

HOW IS YOUR PAIN?

0 NO HURT 2 HURTS LITTLE BIT 4 HURTS LITTLE MORE 6 HURTS EVEN MORE 8 HURTS WHOLE LOT 10 HURTS WORST

NOTES

MY CARE TEAM

Nurse

Technician

Doctor

PA / CRNP

MY PLAN FOR TODAY

☒ Labs Admit
☒ Urinalysis
☒ X-Rays Transfer
☒ CT
☒ Ultrasound
☒ Other Discharge

Welcome To 3A

ROOM # **323**

PHONE # **412-784-4323**

DIETARY # **412-784-4135**

TODAY'S DATE _____

MY CARE TEAM

Consultant Nurse Nurse Leader

Discharge Planner Housekeeper

Welcome To The Emergency Department

ROOM # **ENT**

MY CARE TEAM

PA / CRNP Nurse

Leader Patient Care Technician

MY PLAN OF CARE

Wong-Baker FACES® Pain Rating Scale

0 No Hurt 2 Hurts Little Bit 4 Hurts Little More 6 Hurts Even More 8 Hurts Whole Lot 10 Hurts Worst

ACTIVITY LEVEL

☐ Independent
☐ Fall Risk

FOOD OR DRINK ALLOWED?
☒ YES ☐ NO

Please Call, DON'T FALL!

HOURLY ROUNDING

TESTING

Labs
X-Ray
CAT Scan
IV Fluids
EKG
Ultrasound
Doppler
MRI
Other

Welcome To Soldiers & Sailors

PHONE # _____

Transition of Care Team

Housekeeping

WHAT'S IMPORTANT TO ME?

QUESTIONS

OUR SAFETY

Please Call, DON'T FALL!

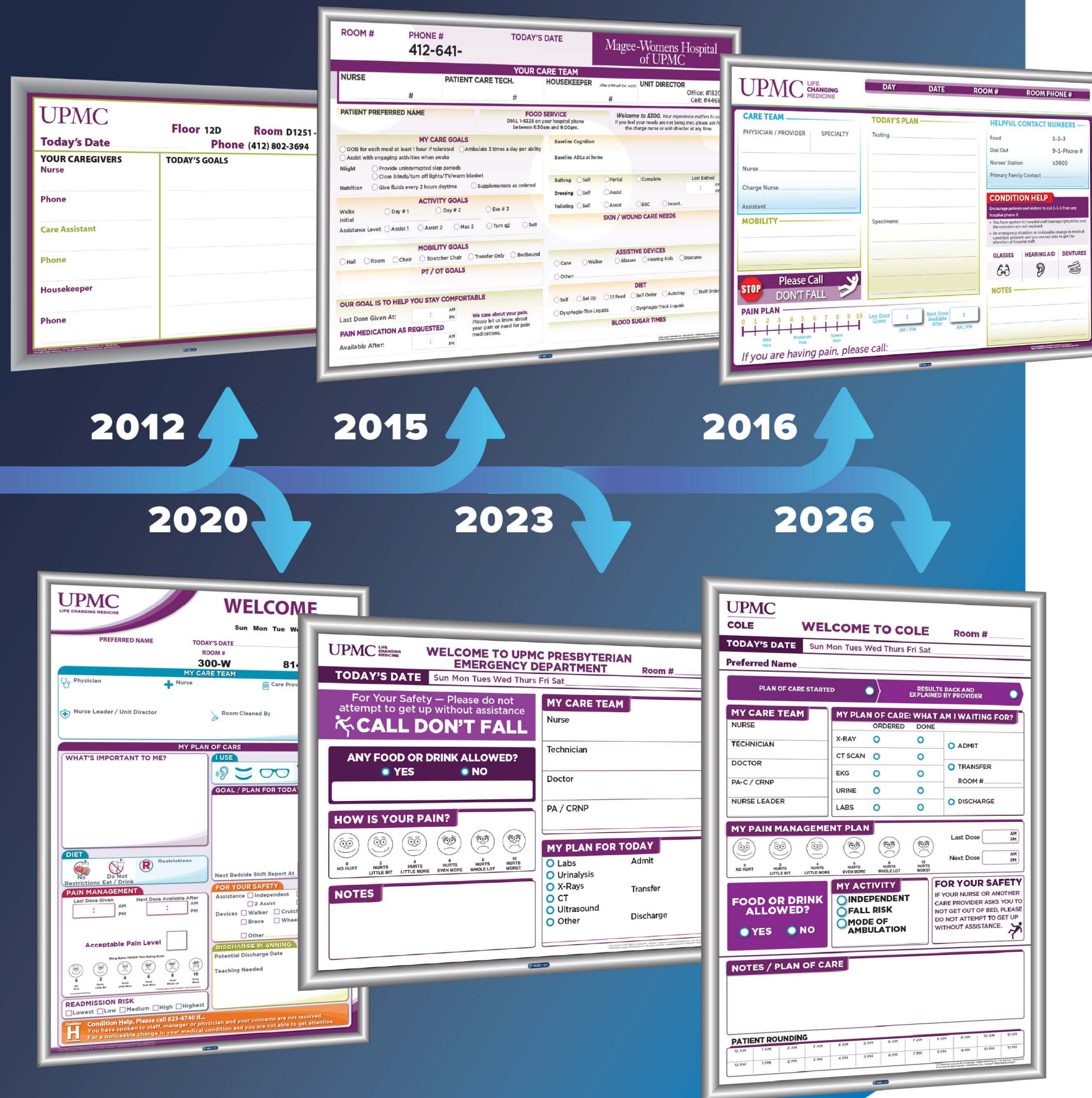
WHAT'S IMPORTANT TO ME?

Questions For My Care Team

HOURLY ROUNDING

POSITION

SYSTEM HISTORY



Implementing customized VisiCare™ boards delivered immediate operational cohesion. By establishing a shared visual language, the health system created a more connected clinical experience that reinforced its brand and improved interactions between patients and care teams. Key results included:

- A unified patient experience across departments and facilities, reinforced by a consistent visual language system-wide
- Patient satisfaction gains in communication-focused domains, particularly nurse communication and staff responsiveness, consistent with the communication improvements that standardized bedside boards are designed to support
- Empowered staff efficiency through clear, accessible, and current information at the bedside
- A future-ready foundation that adapts as policies and procedures evolve, without requiring full board replacement

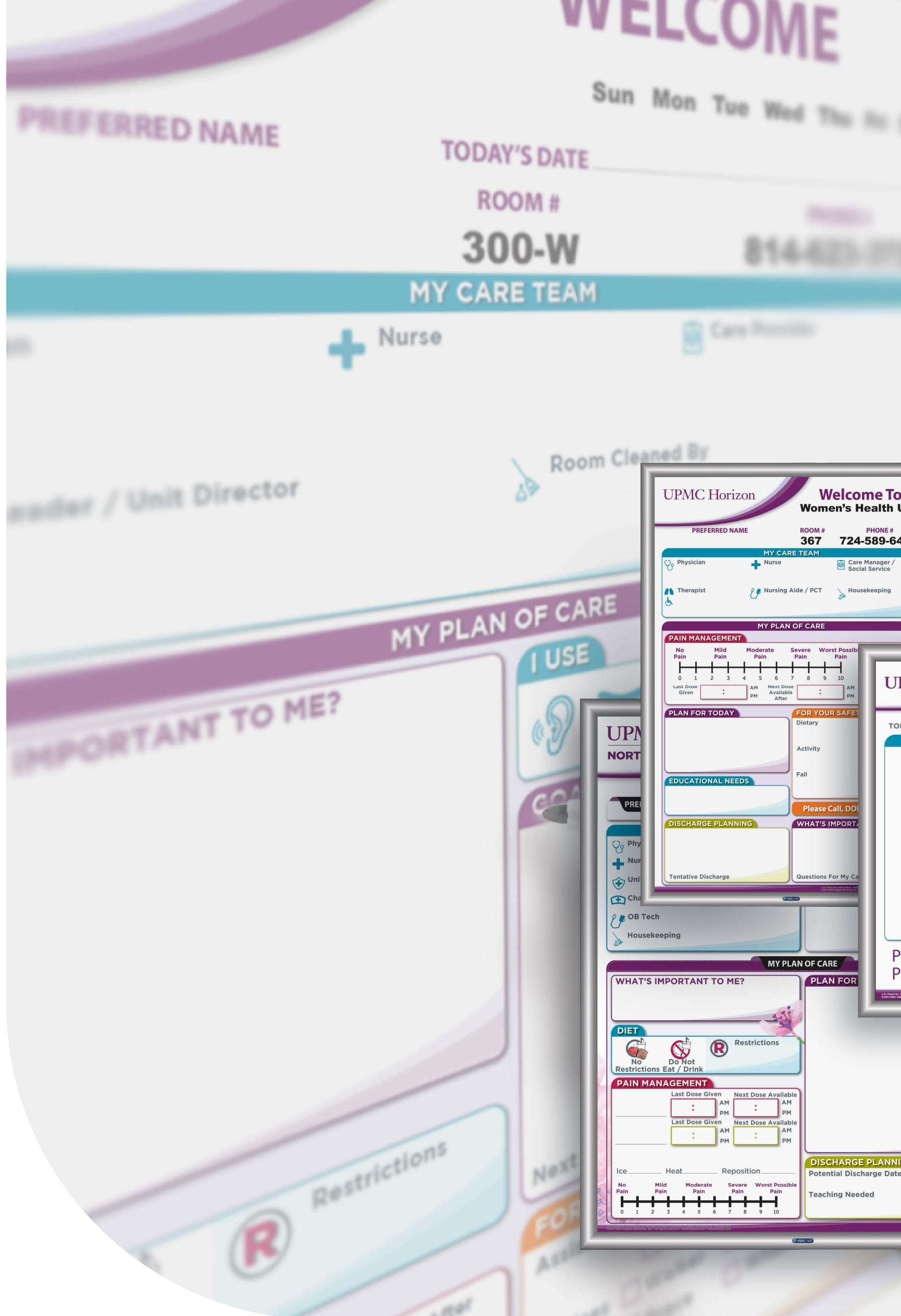
Emergency

MedSurg

ICU

Healthcare

Custom Layout Design

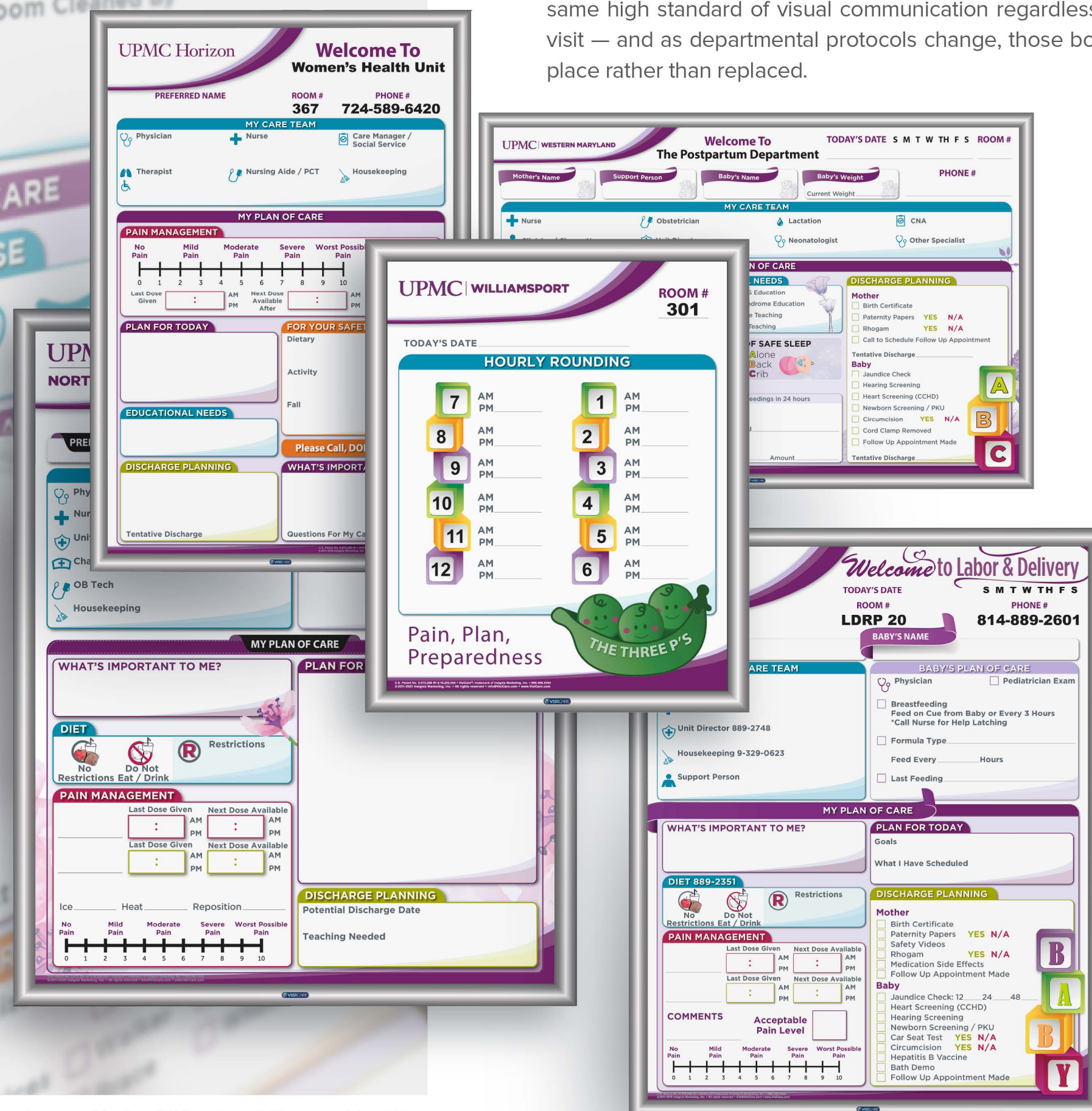


► DEPARTMENT SPOTLIGHT: WOMEN'S HEALTH

The Women's Health service line illustrates the challenge — and the solution — with particular clarity.

The dilemma: The department struggled to maintain a cohesive visual identity while operating in distinct facilities with different layouts, patient flows, and existing environmental designs. Without a standardized board system, the same service line delivered inconsistent patient experiences from location to location, weakening brand recognition and continuity of care.

The result: VisiCare's flexible yet standardized boards allowed the department to implement a consistent visual identity aligned with the overall system brand, while adapting to the unique needs of each facility. Patients now receive the same high standard of visual communication regardless of which location they visit — and as departmental protocols change, those boards can be updated in place rather than replaced.



Custom Patient Boards in VisiCare™ White Board, Shown in Silver Edge



By standardizing its bedside communication tools with VisiCare™, this integrated nonprofit health system — Pennsylvania's largest nongovernment employer and one of its top-ranked hospital networks — reinforced its vision of coordinated, compassionate, and connected healthcare. The partnership solved immediate design and communication challenges while establishing a scalable, cost-effective innovation that supports the network's ongoing growth.

Most importantly, the health system gained more than a product — it gained an evolving system. As new policies and procedures emerge, its custom patient communication boards can adapt without a full rebuild, protecting the investment and ensuring consistency for years to come.

For any large healthcare network, the lesson is clear: standardizing patient communication boards is a powerful strategy for improving staff efficiency and patient outcomes — and choosing a system built to grow makes that strategy sustainable.

Ready to see how standardized communication boards can support your hospital's HCAHPS goals? Choose VisiCare™ Communication Boards at [VisiCare.com](https://visicare.com).



Project	Pennsylvania Based Hospital
Industry	Healthcare
Year	2026