

# PROJECT HIGHLIGHT

## BRODSTONE HEALTHCARE



### Brodstone Healthcare Rebrand Includes Indoor and Outdoor Digital

Brodstone Healthcare is a critical access rural hospital in Superior, Nebraska. As Nuckolls County's largest employer and major healthcare provider, communication with the community is key—and so is their image.

When they received funding from a COVID vaccine confidence grant through HRSA, they weighed their options carefully. They wanted to get the message out about vaccines—plus they were about to start rebranding efforts.

Senior Director of Development Heather Erickson was involved from the very start. "First we looked at doing a billboard, but then locations and logistics didn't work out. We thought about buying a vehicle and branding that vehicle for vaccines. The only strings attached were that for one year we had to promote vaccine confidence on all our screens at all times. So that's when we sat down and looked at what opportunities we had for the rebrand and digital marketing and where we wanted to go with it."

They reached out to Jessica and Alex Schoenholz at Precision Outdoor who worked with Daktronics to determine the best solutions for Brodstone.

"They were working on a large addition and remodel, so we started with indoor," says Jessica Schoenholz. "There was a small gift shop in that area before. Now it is the main lobby, with a 75-inch LCD screen as the centerpiece of the branded welcome wall."

### Indoor—Multiple Messages on Each Screen

Director of Marketing and Public Relations Maddie Peterson says they use this large display in a variety of ways, dividing it into zones so they can show multiple pieces of content at all times.

"We use a zone on there just for wayfinding," she explains. "That's up there at all times, so that has been really helpful. And then we have another zone at the bottom that is specifically designated for vaccine information. That's also where we showcase our providers or save-the-date announcements."

Three screens in the elevator lobby continue the conversation with patients, ensuring proper communication throughout their journey.

Brodstone also has three digital screens in staff hallways. They can increase employee engagement with internal announcements, event information and more.

Erickson says, "The displays alleviate clutter, and we can communicate with each target audience. It's all encompassing, so we don't have to pin stuff up for people to read like we used to. We can create content for the boards to show anything we need. The purpose can change."

"What I love is the immediate call to action we can put up there if there's something that needs to be done right away."

Maddie Peterson  
Marketing Manager  
Brodstone Healthcare

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## Outdoor—Communication with the Public

Next, they turned their attention to outdoor. Brodstone Healthcare is on a busy highway, so they placed their LED sign on the roadway to communicate with the community.

"What I love is the immediate call to action we can put up there if there's something that needs to be done right away," says Peterson. "I can just create a graphic and upload it to that outside screen for our community to be able to see from the road."

Along with the date and time, Brodstone communicates critical information such as immunization clinic hours, employment opportunities and sports physicals. They can include holiday greetings, well wishes for retiring physicians, and even information about their upcoming fundraising gala.

They also placed an outdoor LED display outside their specialty clinic to inform patients about which providers are on duty each day.

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*Maddie Peterson  
Marketing Manager  
Brodstone Healthcare*



## Simple Control for All Displays

Peterson controls all the content from Venus Control Suite. She usually creates graphics and uploads them from her desktop computer, but she can also jump on her laptop or even her phone.

"It's pretty user friendly and it's so instantaneous," she explains. "If there is an important announcement to get out to the public ASAP, I can do it in about 20 minutes. I was able to do it from my phone when I wasn't even in the office."

"I think it's really elevated our marketing initiatives both internally and externally," adds Peterson.

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