

# Enhance patient and visitor experiences with streaming video



For patients and visitors who may feel stress during healthcare stays, enhanced entertainment can give them needed comfort.

Hospitals and health systems can satisfy evolving patient preferences and improve the patient experience by offering video streaming. With video streaming, patients and visitors can use their own devices and watch TV on their own terms.

It is anytime, anywhere content that offers the choice and flexibility to watch:

- What they want — live TV or on-demand programming.
- How they want — using their own devices.
- Where they want — throughout the facility.

### Anywhere, anytime TV is a growing trend

Video streaming is changing how people watch content and spend time online. Americans with streaming capabilities spend an average of 189 minutes each day (over 21 hours a week) streaming digital media.<sup>1</sup> People are also spending more time watching streaming video on their mobile devices. In March 2023, nearly 70% of the digital video audience preferred watching videos on their smartphones.<sup>2</sup>

Video streaming has widespread appeal. Yes, it's true that a higher percentage of younger adults use streaming services, but many seniors do, too. One survey found that while 93% of Gen Z and 94% of Millennials use digital video services worldwide, Generation X and Baby Boomer consumers are not far behind at 88% and 78%.<sup>3</sup> This means with streaming video, providers can please more patients with a single solution. It is a cost-effective amenity to add to your TV services that works across your property and is delivered over an IP connection.

### Give patients choice and control

With access to live and on-demand content — including familiar shows, sports, news and movies — patients can get needed comfort and distraction. When hospitals and health systems create an experience around choice and control, it offers patients more than just access to TV. It creates a connection to familiar, everyday routines. This is the essence of patient-focused care — developing an experience built on their needs and wants.

Entertainment enhancements can be influential in healthcare facility differentiation. A positive experience can ultimately boost satisfaction scores, which have an impact on reimbursements and revenue.

“Providers should see video streaming as an opportunity to create patient engagement, and differentiate themselves by adopting new technology ahead of others.”

Peter Agnvall, Vice President, TV  
Spectrum Enterprise

### How to simplify delivery of enhanced video experiences

When considering adding a video streaming service, look for a provider that can:

- Provide advanced solutions based on your existing network.
- Provide a variety of channel lineups, live TV and thousands of on-demand movies and shows through a single service.
- Offer 100%, 24/7/365 U.S.-based support.
- Offer HDTV, data and voice solutions to reduce the complexity of vendor management.

### A better patient experience starts now

Demand for video streaming continues to rise. Healthcare facilities that can meet the demand are better positioned to satisfy patients and visitors and give them the needed comfort they deserve. Learn how Spectrum Enterprise can help you improve patient experiences with video streaming.

[Learn more](#)

1. "Top Streaming Statistics in 2024," Forbes, Feb. 2, 2024.
2. Jack Shepherd, "30 Vital Video Marketing Statistics You Need to Know in 2024," Social Shepherd, Jan. 11, 2024.
3. Umair Bashir, "Digital video users worldwide by generation 2023," Statista, Aug. 21, 2023.

#### About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes [networking and managed services solutions](#): [Internet access](#), [Ethernet access and networks](#), [Voice](#) and [TV solutions](#). The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit [enterprise.spectrum.com](https://enterprise.spectrum.com).

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