



MOOD: MEDIA

LEVERAGING SCENT MARKETING FOR A BETTER PATIENT EXPERIENCE

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While Scent Marketing is commonly employed in a variety of consumer goods industries, this tool is especially useful in the healthcare field.

It's no mystery that scent is the strongest sense tied to memory and emotion, which is why healthcare providers of all types and sizes leverage Scent Marketing to improve the patient experience in a variety of ways:

- + Reduce anxiety among patients, visitors and staff
- + Evoke positive emotions and memories; enhance memory recall
- + Induce sleep and improve sleep quality
- + Stimulate appetite
- + Create a positive, sanitary impression

In this article, we'll dive deeper into the science behind the benefits and explain how you can find the best ambient scent solution for your needs and budget.

THE SCIENCE BEHIND SCENT IN HEALTHCARE

As **Scent Marketing Research** teaches us, the olfactory nerve is what manages our sense of smell, and it's directly linked to the part of the brain that monitors memories and emotions. In fact, 75% of the emotions we generate on a daily basis - both positive and negative - are directly influenced by our sense of smell. As such, specific scents can induce specific behaviors and feelings. For example:

- + **Vanilla** can be highly effective at reducing anxiety and reducing claustrophobia in MRI facilities. It can also help calm patients before medical surgeries and dental procedures, and is also effective at calming residents at assisted living facilities.
- + **Citrus** scents can also uplift moods, ease anxiety and boost concentration. As a result, many offices deploy lemon scents in order to help increase employee productivity and decrease mistakes. A study in Japan showed that the presence of lemon scents helped reduce keyboard errors by more than 50%.
- + **Lavender** can promote a decrease in anxiety and an increase in cognitive function, as indicated by a study performed at the J. Medical Association in Thailand. It is also great at promoting a state of restfulness and inducing sleep.
- + **Peppermint** and cinnamon can have a stimulative effect. Cinnamon can induce feelings of euphoria, while also improving memory and attention span.

TYPES OF DIFFUSERS

While there are a variety of scent solutions to choose from, it's important to remember that not all scent solutions are suitable for use in a healthcare facility. For example, home-based oil diffusers aren't designed for commercial use, and they'll end up being more expensive and far less effective than a commercial-grade scent diffuser.

Your best choice is to partner with a professional provider that offers a variety of commercial-grade equipment, including:

- + Electronic fan-based diffusers
- + Wall-mountable oil cartridge systems
- + HVAC distribution systems, which provide even, widespread distribution throughout your facility

Each of these devices covers spaces of different sizes, from individual exam rooms and hallways to entire floors. Make sure that the vendor you partner with is experienced in serving the healthcare industry. They'll understand the role of Scent in enhancing the patient experience, and they'll recommend the right equipment and fragrances for your needs. They'll also provide the most optimal placement of diffusion systems based on your unique facility.

FIND A PATIENT EXPERIENCE SPECIALIST

You can further consolidate costs and mitigate risk by working with a Scent provider that also offers other solutions for your patient experience, such as Music, Messaging, Digital Signage and AV Systems. Partnering with a **healthcare media specialist** will result in a more cohesive experience throughout each practice and provide greater consistency across your entire footprint.

We hope that this article has provided you with a better understanding of how Scent can improve the experience for patients, visitors and staff. **Contact us today** to learn more about bringing Scent Marketing to your facility. Our experts will take the time to understand your needs and provide the perfect solution for your practice and your budget.