

Samuel U. Rodgers Health Center

A tailored digital signage solution success story, installing TVs across 28 areas of a new pediatric care wing to share important healthcare information with patients and their families.



The Client

Based in Kansas City, Missouri, Samuel U. Rodgers Health Center provides comprehensive, patient-centered healthcare to individuals and families of all ages. As a federally qualified health center, Sam Rodgers delivers integrated medical, dental, behavioral health and supportive services designed to meet patients where they are both clinically and socially.

Continuing its commitment to accessible and compassionate care, the organization recently expanded with a newly constructed pediatric wing, which opened in November 2025. This milestone allows Sam Rodgers to serve even more children across the Kansas City metro and surrounding communities.

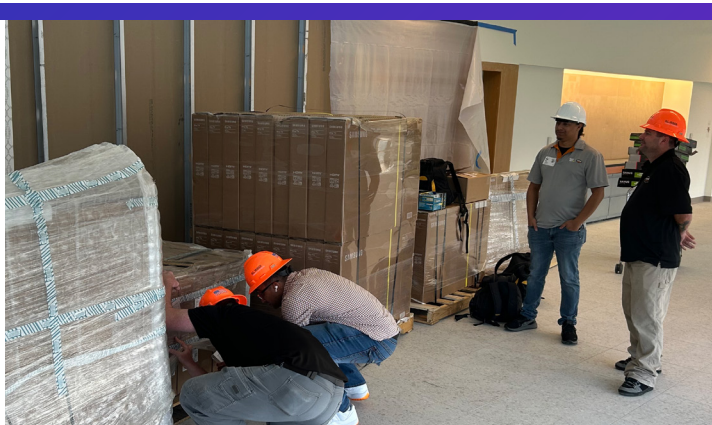
The Opportunity

At Sam Rodgers, patient care extends beyond the exam room.

Colin Chambers, Clinical Grants Project Manager, sought a more engaging way to share critical health information—one that would support both education and comfort.

The opportunity? Digital signage displaying educational health information such as flu prevention tips and vaccination details throughout waiting areas and exam rooms, turning everyday moments into opportunities for meaningful connection and communication.

“The Account Manager went beyond the request to find the right solution. They took the time to understand my vision and showed me better options than I’d even considered.”



The Challenge

Sam Rodgers needed a trusted partner to deliver a reliable commercial solution—one compatible with their existing CMS and supported by expert installation and project management—that could meet the wing’s fast-approaching deadline.

The Solution

With 32 commercial-grade TVs needed for the upcoming hospital expansion, the experts behind Best Buy® Business worked within a 72-hour timeframe to ensure other construction projects stayed on track.

Procurement

Colin initially considered consumer-grade TVs for displaying patient information. However, these models aren’t built for continuous use, often leading to frequent breakdowns and shorter lifespans—costly distractions for healthcare teams focused on patient care. After learning about the limitations of consumer models for continuous-use healthcare environments, the Best Buy Business team guided him toward a more reliable option: commercial digital displays.

What’s more, because their content relied on Fire TV management systems, we explored creative ways to maintain compatibility while still upgrading durability, recommending Samsung BE commercial displays for seamless integration and long-term performance.

Net 30 Financing

All project quotes came in under budget, and Sam Rodgers further optimized costs through Net-30 financing from Best Buy Business to ensure flexibility, protect cash flow and reduce financial strain during the expansion.

Colin explains, “When you have the ability to operate in net 30, it just gives the purchasing organization more of a sigh of relief because everything doesn’t have to go out right at one time.”

Project Management

Communication is key—especially when installing 32 TVs within a 72-hour timeframe. Throughout the process, the Best Buy Business Account Manager provided prompt updates, answered questions and served as a consistent point of contact.

As product needs evolved, Best Buy Business adapted seamlessly, transitioning from Fire TVs to commercial-grade models, updating Fire Stick configurations and revising installation plans based on outlet placement.

Installation

Before installation day, Geek Squad® Agents coordinated across 28 rooms within the new pediatric wing using a detailed room matrix provided by Colin.

The team began with an on-site walkthrough to confirm placement, identify challenges and finalize an efficient plan to install all 32 TVs. Installed with Rocketfish® mounts, the displays were positioned with the end user in mind, featuring full-motion and tilting capabilities for accessibility and flexible functionality.

Ongoing relationship:

Looking ahead, Sam Rodgers and Best Buy Business continue to explore tailored technology solutions that simplify daily workflows, give staff more time to focus on patient care, and enable effective communication with patients throughout the health center.

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