

Wayfinding

Wayfinding can be challenging and a major source of patient and visitor complaints. A comprehensive wayfinding solution that offers multiple options to help patients, visitors, and staff find their way through various campus buildings can address these concerns.



As healthcare campuses have grown organically, finding one's way through the maze of buildings has become challenging for many patients and visitors. An interactive wayfinding solution helps address these concerns.

—PHIL CROMPTON, PARTNER

NEED

Wayfinding at existing hospitals can be challenging due to the organic nature of how the campus has developed over time. Floor numbers are not consistent as patients, families, and visitors transition between buildings and signage can only provide limited directions due to the plethora of potential destinations. A comprehensive wayfinding solution that addresses the needs of patients, families, visitors, and staff reduces frustration and improves both patient and staff satisfaction.

BENEFIT

An interactive wayfinding system will significantly improve patient, family, and visitor satisfaction by providing clear, real-time directions that update as needed to facilitate movement through the hospital and reduce doubt and concern about losing one's way. Personalized wayfinding from car to destination and back again (a major issue in many hospitals) can also be provided.

RISK

Unless it is backfilled into existing hospital buildings, an interactive wayfinding system will not be available in those areas. This has the potential to be a major dissatisfier for all campus visitors.

Interactive wayfinding systems will not be used by all patients, families, and visitors and so must be complemented by more traditional wayfinding and signage systems.

Value



Staff Satisfaction



Patient Engagement



Clinical Outcomes



Risk

