
Basic Best Practices For:
Wayfinding Maps/Visitor Guides
In Today's HealthCare Facilities

"Care is at the very core of what we do, helping folks find their way is basic to meeting their expectations."

- **Assume - 1st time visitor, under stress in an unfamiliar environment**
- **Inconsistent medical terms and initials**
- **Human factors, vision, age, language**
- **Where am I? Where do I need to go?**



Wayfinding (CareFinding™):

Enhances the Patient Experience
Builds Brand
Improves Patient Throughput



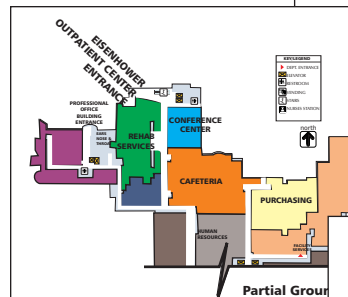
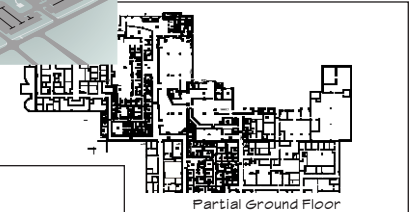
1. Define The Target

Typical parameters may include:

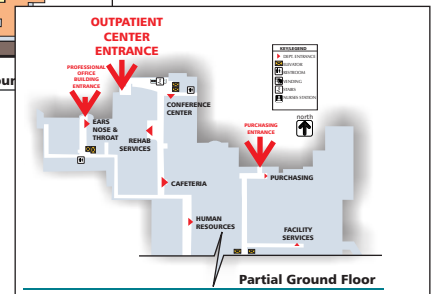
- Provide basic information in a visually attractive, easy to understand platform.
- Be affordable enough to widely distribute
- Recognize it is only one tool of many arrows to be targeted towards a visitor/patient.
- Comprehension level should be geared to third grade reading level, unfamiliar with medical jargon and complex acronyms
- Keep it simple and easy to use



Aerial photos can become a base to develop campus orientation overviews



Develop art that is targeted to Wayfinding



2. Keep It Super Simple (K.I.S.S.)

-Visitor guides should avoid overly complex illustrations, especially in regard to maps. Disoriented visitors don't care whether it shows every room, if it is drawn to scale, how large a department is or even if North is Up.

-Remember that less is more, allowing the focus to be directed to destinations, and minimizing the need to continually updated. For example, visitors might want to know where the entrance is to the Gift Shop rather than the merchandise offered in the Gift Shop

- A visitors guide should minimize policy and service line promotions in order to focus on their message and to avoid out-dating quickly.

Communication is foundational

Start at the beginning and look in the mirror and ask yourself "If I were going to direct a loved one to this facility, what would I do to guide them and reduce stress."

CS&G often asks that question and get answers like, "Oh this place is too hard to find your way around, if my loved one were here I would meet them and escort them." Our response is "Why does someone else's loved one deserve less consideration."

We realize that personally escorting every visitor is not realistic, so how do we make that experience the best possible? The answer is simple... Care enough to communicate.

At every level, two way communication and active listening through questions such as "Where are you trying to go today?" provides visitors with the reassurance that your staff is ready to assist them. By providing your staff with the training and the tools to answer their questions (even if they didn't ask it properly) or find someone who can answer the question expresses another level of care.

At every point of contact, your staff makes an impression on your customers and the use of consistent, user-oriented terminology and information is not optional in today's second curve HealthCare environment.

Randy Cooper

Randy Cooper SEGD
President Cooper Signage & Graphics, Inc.



3. Illustrate Predetermined Pathways

Giving directions is an art form, and cognitive mapping varies with each individual but we can establish some ground rules:

- Do not give more information than they can digest/remember
- Use deductive processes, direct to a proximity/floor then tell them the major artery/hallway/elevator reinforce their decisions at every decision point and the final destination. A commonly overlooked element is laying the foundation for the return trip.
- Give the best predetermined pathway (not necessarily the way you would go, you traverse hallways that the public shouldn't ever be in)
- Show only public accessible hallways.
- When all else fails, what if they need extra care or attention?

Education: Staff Public Physicians



Appointment Reminder

Your appointment is on:

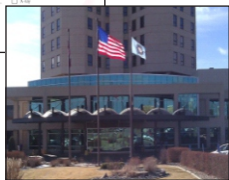
Name: _____

Address: _____

City: _____ State: _____ Zip: _____

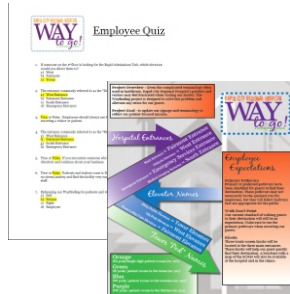
Phone: _____

If you have questions, please call at _____ or 1-800-733-7388.



Incorporate directions and maps with appointment information

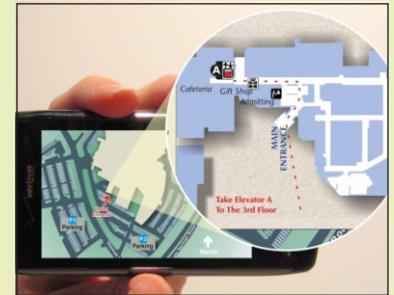
Reinforce directions with "Placemaking" photos of destinations



Since The Wayfinding process actually begins when the appointment or need to go the facility is made. Start the communicative chain there! Unify visitor guide maps and terminology laying the foundation to a good at site experience.

Emerging technologies allows communication linking at home directions to mobile smart devices with seamless threads to on site innovative CS&G customized apps.

GPS reliance is commonplace and physical address of service lines entrance may be different from a mailing address



Use Digital Displays

Touch screens and static displays are more affordable and more user friendly than ever before.

The keys are
CONTENT & LOCATION!



An effective signage system (Exterior and Interior) is a keystone element that unifies Wayfinding.

Sign systems need to be clear and concise when needed while being an aesthetic enhancement for those that don't need them.

Convey a visual imagery while being a platform to communicate. Individual elements yet in a shared environment & easily updated.



4. Combine With Education

Education starts with motivation to learn something new, the challenge is to encourage the learning process, not a chore:

To the public, they are apprehensive and often don't even know what to ask much less what to expect.

To staff, they are so familiar with their settings they take it for granted. Help them to step back and get a different perspective.

To Physicians, they need to buy into the fact that we collectively share the desire to make their patients welcome.

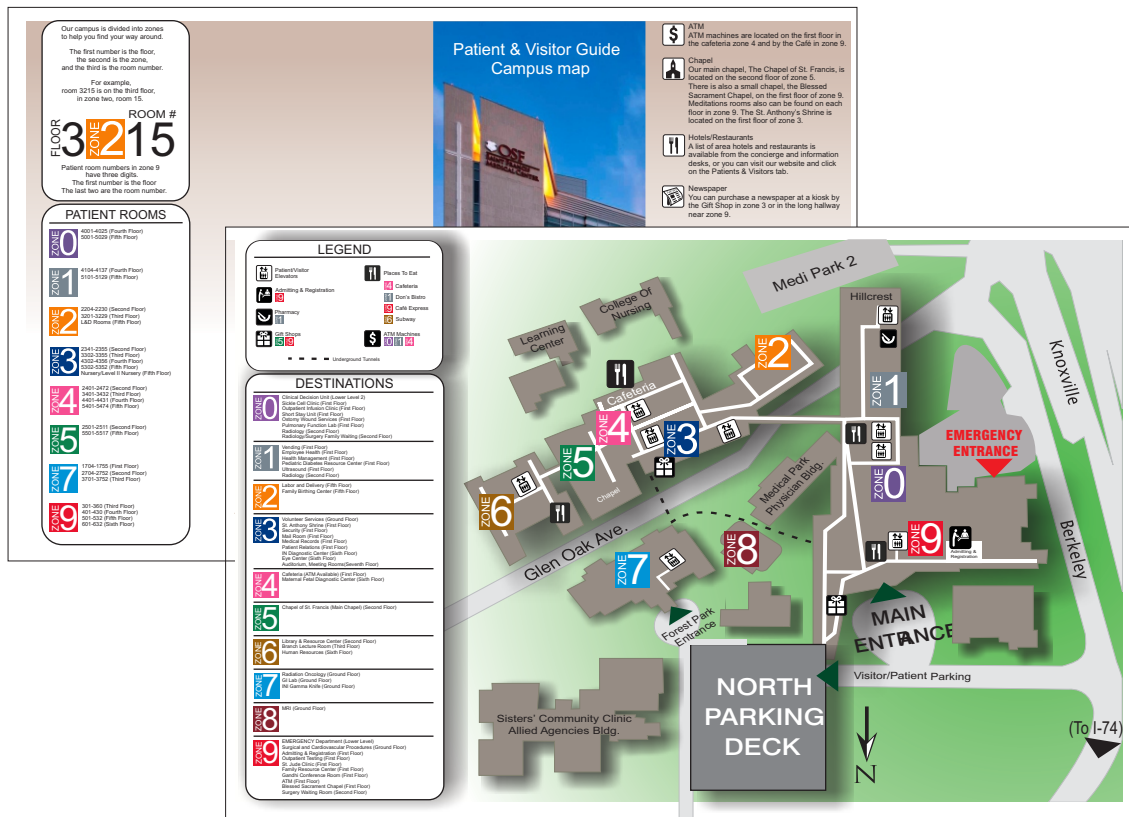
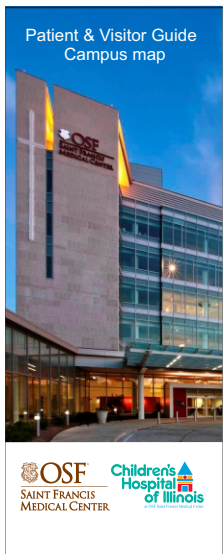
5. Integrate

The Visitor Guide certainly has a role to play in Wayfinding, but it is simply piece of the puzzle interfacing with other tools stressing seamless communications



INCORPORATE:

- Staff & public education
- Unified simplistic terminology
- Physician partners participation
- Sign systems (Exterior & Interior)
- Appointment reminder programs
- Service line literature



Basic Overview To The Facility
Color Coded Zones/Elevators
Room Numbering Sequence

Where am I?...

Where do I need to go?...

How do I get there?



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CS&G Wayfinding
Services & Products
Have Earned The Exclusive
Endorsement Of The
American Hospital Association



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