GOOD WAYFINDING EMPOWERS Enhancing the Patient Journey





PETER DONNER MARCH 26th 2019

GOOD WAYFINDING EMPOWERS Enhancing the Patient Journey

- >> Designing for **HOSPITALS**
- >> **READING THE WORLD** a short introduction to navigation
- Designing WAYFINDING SYSTEMS
- >> NEW TECHNOLOGIES in Wayfinding
- >> WRAP-UP the future of healthcare design

DESIGNING FOR HOSPITALS

- Hospitals are functionally and spatially highly complex structures
- » Wayfinding related issues:

- » Dispersed building structure
- » Logistically and spatially conflicting of front and back office functions
- » High Rate of relocations of department and functions
- » Complicated and inconsistent naming structure
- Increasing rate of same-day medical examinations
- » High degree of emotionally challenged users



DESIGNING FOR HOSPITALS

- » Design processes and design thinking increasingly applied to hospital innovation
- » 6 drivers of change

- » HOSPITALITY
- » USER AND STAKEHOLDER INVOLVEMENT
- » EFFICIENCY (COST REDUCTION)
- » PERSONALISATION
- » PATIENT EMPOWERMENT
- » SERVICE INTEGRATION



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A short introduction to navigation

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11-7--0--Wayfinding can be a frustrating task - standing between you and your experience

A short introduction to navigation



A short introduction to navigation



NAVIGATION STRATEGIES

- » Educated seeking
 - applying prior knowledge or experience
- » Screening and aiming
 - looking for clues in the environment
- » Social navigation

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– observing, learning from and following others



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- » Spatial problem solving based on:
 - » designed markers, signage
 - » sight lines, landmarks
 - » nodes, decision points
 - » lighting
 - » architectural and topographic clues

» Objectives

- » CONTINUITY
- » CONNECTIVITY
- » CONSISTENCY
- » SIMPLICITY
- » FLEXIBILITY



- » "In wayfinding a marker is any natural or man made visual element that assists navigation" Romedi Passini, 1984
- » DIRECT DECODING while on the move
 - » Sight line visibility
 - » Landmarks

- » Simple super graphics
- » INDIRECT DECODING requires interpretation
 - » Map reading analogue or digital
 - » Complex cluster of signs (non hierarchical)
 - » Complex verbal directions



» Case:

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Regional Hospital Randers Denmark



» Case:

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Regional Hospital Randers Denmark



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A small selection:

- » Handheld or portable devices
- » Digital signs
- » Augmented reality
- » Various robot technologies
- » Automation (biometrics, iris scan, facial recognition)
- » Internet of things
- » iBMS intelligent Building Management Systems
- » Intelligent building surfaces
- » Intelligent lighting



Potential assets::

- » Customised real-time information
- » Individualised/bespoke content
- » Service and wayfinding integration
- » Remote consultation
- » Remote monitoring
- » Quick adaption to changes and emrgencies
- » Enables behaviour management
- » Quick updates



Case:
 Digital and physical space
 coherence

Regional Hospital Gødstrup Denmark



» Case:

Digital and physical space coherence

Regional Hospital Gødstrup Denmark



» Case:

Digital and physical space coherence

Dubai International Airport UAE





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WRAP-UP

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Future healthcare design will need to respond to:

- » Further increase in outpatient care
- » Cater for multiple source treatment and care
- » Demand for telemedicine concepts
- » Patients expected to be increasingly independent
- » A high level of service for healthcare shoppers
- » Integration of care, services and information
- » Technology-led development and innovation
- » Flexible and shared use of the built environment





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>> THANK YOU

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