

Orchestrating **human-centred** hospitals

Wayfinding
User Experience
Inclusive Design



Our hospital wayfinding experience in numbers

- 3 offices in
- 3 countries
- 73 hospital wayfinding projects in
- 8 countries
- 12 private hospitals
- 61 public hospitals
- 12 over \$1 Billion
- 47 over \$500 Million
- 26 under \$500 Million
- 9 PPP project
- 3 over 1000 beds
- 10 over 750 beds
- 24 over 500 beds
- 49 under 500 beds
- 1 State Advisor role at PPP
- 7 master plans and feasibilities
- 49 greenfields
- 24 brownfields
- 14 Gap Analysis
- 2 *Wayfinding Guidelines for Health Facilities* for the Department of Health NSW (2014 & 2022), now part of the Australasian Health Design Guidelines
- 1 *Outpatients Wayfinding Manual* for the Department of Human Services VIC

User Experience

Environmental
Psychology

Branded
Environments

Orchestrating
Human-Centred
Environments

Digital
Usability

Service
Design

Inclusive Design

Wayfinding

Evaluation
and Testing

Pragmatic & impactful strategies

Real-world expertise meets design thinking

Our teams of expert from Australia, The Netherlands, and France human-centred health environments.

Holistic services

We offer a comprehensive suite of services that span the entire user experience spectrum:

Wayfinding

Our core expertise is making navigation effective, seamless and intuitive.

Inclusive Design

We are passionate about championing accessibility and inclusivity for all users, beyond mere compliance.

User Experience Strategies

We optimise buildings and urban spaces to match the wishes, requirements and expectations of the users with the cultural, branding and operational requirements of the owners.

Comprehensive

We guide projects from communication, information and circulation strategies to meticulous planning, design, and documentation.

We make wayfinding work.



DOMINION
HEALTH
SERVICE

Royal Hobart Hospital



A 480-bed hospital in Melbourne calculated that bad wayfinding cost them annually

AU\$2.2 million

Partly in missed appointments, but mainly in staff-time giving directions, and often personally guiding people to their destination.

Ineffective wayfinding costs \$\$\$.

Finding ones way can be a complicated task, involving solving multiple spatial problems.

For patients and visitors alike, the hospital environment is often stressful; they may be undergoing medical testing, receiving treatment or visiting a sick relative. Struggling to find their destination will further increase stress levels.

They may be arriving late or miss their appointment entirely –leading to frustration and anxiety.

People will then turn to staff and will rely on them to provide directions - or worse, take out their frustrations on them.

Good wayfinding assists in alleviating people’s stress and anxiety and improves the user experience.

Wayfinding is part of the NSQHS accreditation process.

Action 1.31 of the NSQHS Standards requires wayfinding to work:

“...The health service organisation facilitates access to services and facilities by using signage and directions that are clear and fit for purpose.”



We can assist you with identifying the gaps in your current wayfinding system and show you a Plan of Approach for improvement.

This would satisfy the NSQHS requirements of showing ongoing improvement.

Niveau

0



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B010-049

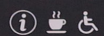
Route en lift
E



Route
B050-079

Route en lift
C | D

Uitgang



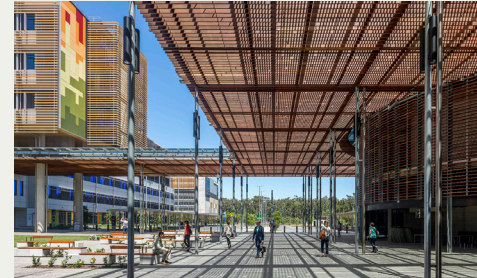
Example projects



AZ Groeninge
Belgium



Box Hill Hospital
Australia



Sunshine Coast University Hos-
pital Australia



Amphia Hospital
The Netherlands



AZ Zeno
Belgium



Peter MacCallum / VCCC
Australia



Footscray Hospital
Australia



CADIX Antwerp
Belgium



Royal Adelaide Hospital
Australia



Westmead Hospital
Australia



St John of God
Australia



Bendigo Hospital
Australia

Hospital experience

Australia

Westmead, 975 beds¹
Royal Hobart, 500 beds¹
New Footscray Hospital, 740 beds – PPP¹
New Frankston Hospital, 580 beds – PPP²
Monash, 640 beds²
Ballarat, 630 beds²
Wyong, 220 beds²
Campbelltown, 300 beds¹
Victorian Heart 200 beds¹
Bendigo 375 beds – PPP²
Royal Adelaide 850 beds – PPP¹
Victorian Comprehensive Cancer Centre 315 beds – PPP¹
Box Hill 680 beds¹
Blacktown 400 beds¹
Mt Druitt 200 beds¹
Lismore Base 180 beds¹
Liverpool 945 beds – PPP²
Orange Base 520 beds – PPP¹
Auburn 155 beds¹
St Vincent's Public Melbourne 880 beds²
Alfred 640 beds²

University Hospital Geelong 400 beds²
Geelong McKellar Centre 220 beds²
Cabrini Private Malvern 510 beds
Hollywood Private, Perth 900 beds²
St John of God Subiaco 525 beds²
St John of God Midland 310 beds²
St John of God Murdoch 510 beds²
Thomas Embling, Melbourne 150 beds²
Knox Private Melbourne 300 beds²

Belgium

AZ Groeninge, Kortrijk 1150 beds¹
AZ Zeno, Kortrijk 325 beds¹
CADIX, Antwerp 680 beds¹
Grand Hôpital de Charlerois 890 beds¹
Clinique Saint Luc 975 beds²
Clinique Saint Jean 550 beds²
The Netherlands
Amphia, Breda 620 beds¹
OLVG, Amsterdam 900 beds²

New Zealand

Auckland City 1170 beds²
Dunedin 420 beds¹

*1 = Greenfield site *2 = Brownfield site *PPP = Public Private Partnership

France

CH Tarbes & Lourdes 455 beds¹
CH Universitaire de Reims 2380 beds²
CH de Rambouillet 471 beds²
CH d'Amboise 300 beds²
CH de Grasse 365 beds²
Clinique Toulouse Lautrec 140 beds²
Groupe les Flamboyants Reunion 180 beds²

Switzerland

Hospital de la Tour 190 beds²

Papua New Guinea

Angau Memorial: 220 beds¹

Canada

Markam Stouffville, Toronto 215 beds¹
Hamilton General 460 beds¹
Juravinski, Hamilton 230 beds²
Toronto General 470 beds²
Princess Margaret Cancer Centre, Toronto 220 beds²

Wayfinding Manuals

Wayfinding for Healthcare Manual for the Department of Health Infrastructure NSW
Outpatients Wayfinding Manual for the Department of Human Services VIC
Masterplan & Feasibility
Monash, Footscray, Ballarat, Frankston, Warragul, Barwon Women's & Children



Project Examples

HEALTH INFRASTRUCTURE

Wayfinding for Healthcare Facilities

01 INTRODUCTION / 02 WAYFINDING / 03 WAYFINDING PROCESS STEP BY STEP / APPENDICES

Figure 3.31 →

Clearly defined circulation spaces and bold signage at Amphia Ziekenhuis, the Netherlands
© ID-LAB

Circulation spaces

All buildings should have clearly defined, logical movement systems incorporating simple patterns.

Horizontal systems such as corridors and public thoroughfares are best aligned with memorable landmarks either within or outside the building. Vertical systems such as lifts, stairs and escalators are best located at key points on these thoroughfares with connections to reception, welcome areas and information points. Building circulation systems should have a hierarchy of connected pathways that include:

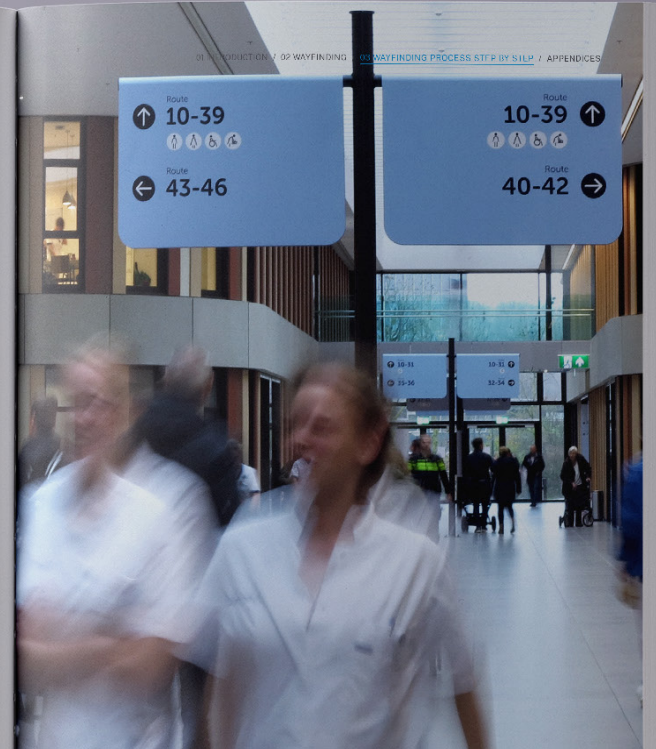
- Main routes (i.e. a hospital street or concourse) connecting to the building entrance and drop-off area
- Primary routes
- Secondary routes
- Vertical routes (lifts, stairs, ramps and escalators)

Destination identification

Receptions should have recognisable design features and need to be clearly identified and/or labelled. In contrast, staff stations that are not intended to serve as receptions should not mimic these cues. If reception desks have specific areas for people in wheelchairs, these areas should be visible from the primary direction of travel.

Clinics, wards and other departments should have obvious location identification signs, letting the user know they have arrived at their destination.

01 INTRODUCTION / 02 WAYFINDING / 03 WAYFINDING PROCESS STEP BY STEP / APPENDICES



Wayfinding Guidelines for Healthcare Facilities

Client:
Health Infrastructure NSW

Location:
Sydney Australia

We have written the book on it

Wayfinding strategies for Health Facilities is our speciality. **In fact, we have 'written the book on it'.**

OK, maybe not a book, but our *Guidelines for Wayfinding in Health Facilities*, which we authored for the Department of Health NSW, has been adapted by the Australasian Health Facility Guidelines (AusHFG) as the standard in hospital wayfinding.

You can download the *Guidelines for Wayfinding in Health Facilities* [HERE](#).



Wayfinding for Healthcare Facilities

Figure 3.31 →

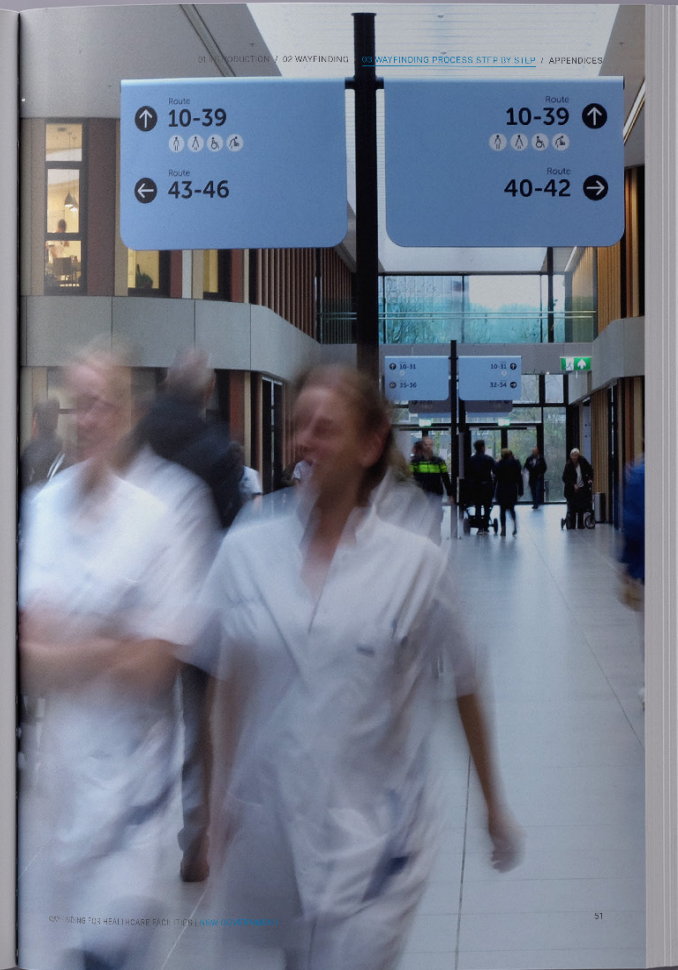
Clearly defined circulation spaces and bold signage at Amphia Ziekenhuis, the Netherlands
© ID-LAB

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← Figure 3.24

Coding in use at AZ
Groeninge, Belgium
© ID-LAB

Introduction to Step 2

The development and implementation of a wayfinding strategy is integral to a high-functioning system. It sets the scope and boundaries for all wayfinding approaches and systems, and responds to the needs of all user groups identified in the previous step.

Your wayfinding strategy can provide an overarching view of wayfinding for a building, healthcare campus or across an entire health service or district. The wayfinding strategy should address the complete journey from home to the facility, through the facility, and back again.

The user journeys created in Step 1 form the basis of the development of the wayfinding system. These clearly lay out all user needs and will have been created via collaboration between the different design teams working together to discuss and agree on possible interventions and solutions.

A wayfinding strategy takes a holistic approach. It lays down rules for all wayfinding elements to deliver a consistent message, based on the parameters set during Step 1. Understanding the different elements that impact wayfinding, the user, and their journeys, informs the development of an effective strategy.

A successful strategy needs to be supported and understood by executives and communicated to all staff.

Choosing a Wayfinding Strategy

There are many different ways to get users to their required destination. The most effective strategy for your facility will depend on:

- The size and complexity of the facility
 - How many lift cores there are
 - How many different buildings form the facility
- How many entrances there are
- The different user groups who attend the facility
 - Do many users speak a language other than English?
 - Do many users have low literacy levels?

There are two main information strategies to choose from:

- Directing by name
- Directing by code

Other strategies often used, but not recommended, are:

- Colour
- Pictograms



Client:
Amphia Hospital

Architect:
Wiegerinck

Location:
Breda The Netherlands

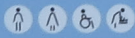
Amphia





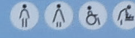


Route
↑ 10-39



Route
← 43-46

Route
↑ 10-39



Route
→ 40-42







Victorian Comprehensive Cancer Centre Peter McCallum

Client:
Plenary

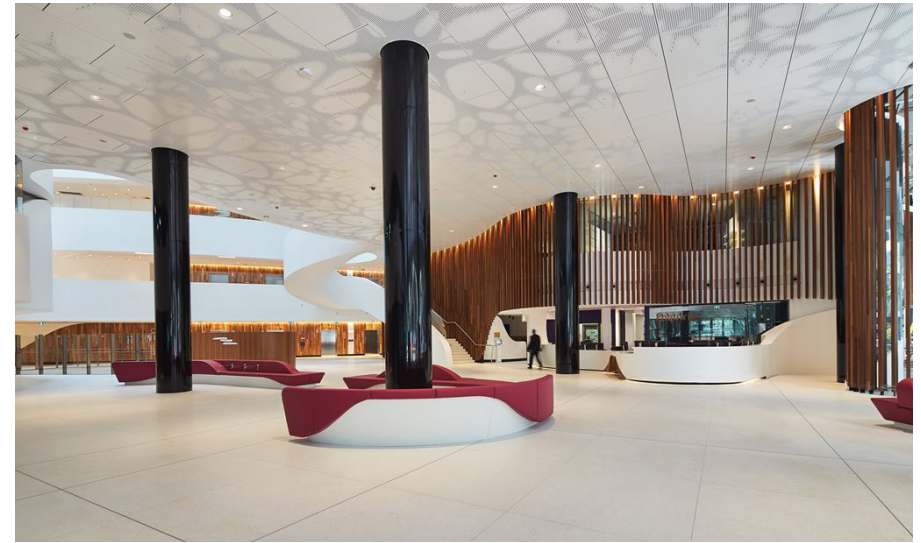
Architect:
Designinc, STH, MCR

Location:
Melbourne Australia











2D

Specialist Clinics





Campbelltown

Client:
CPB Contractors

Architect:
Billard Leece Partners

Location:
Campbelltown Australia



CAMPBELLTOWN HOSPITAL


Users Campbelltown

- Patients, visitors, staff
- Median age: 34
- 65 years and over: 11.8%
- 62% born in Australia
- Most common method of travel: car

*Australian Bureau of Statistics

Examples of Campbelltown Strategy

Challenges Campbelltown



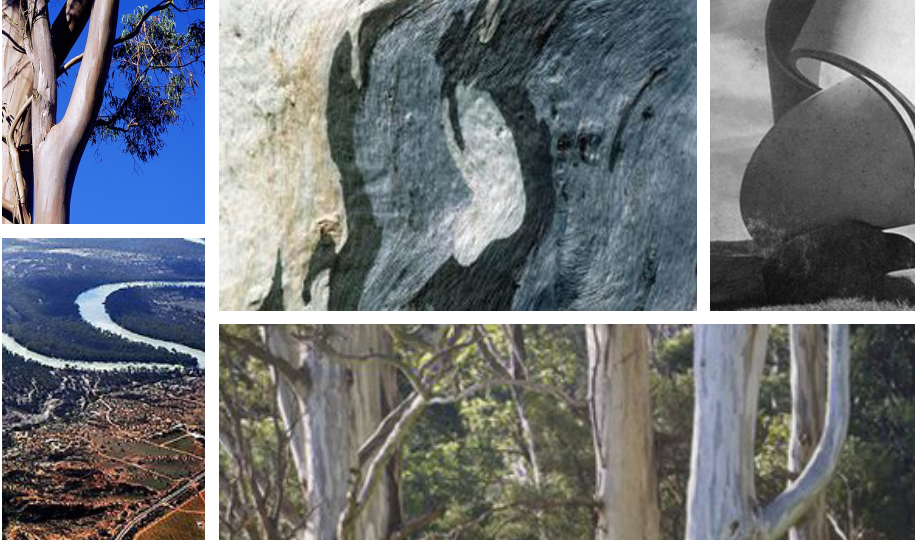
- Multiple buildings
- Multiple lifts
- Multiple levels
- Multiple entrances

Progressive information disclosure

Building Lift	Level	Destination
E	6	IPU Cardiology
A	0	Medical Imaging

Examples of Campbelltown Concept Design

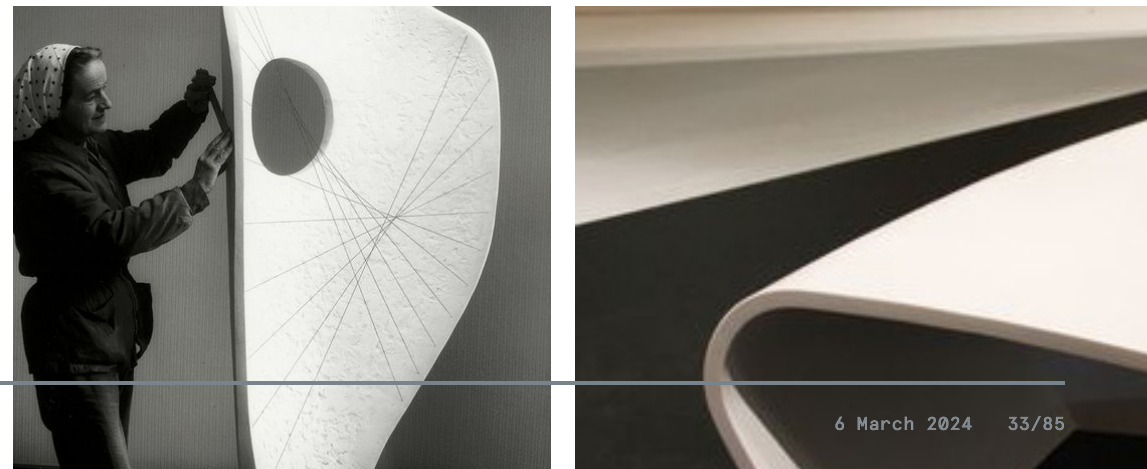
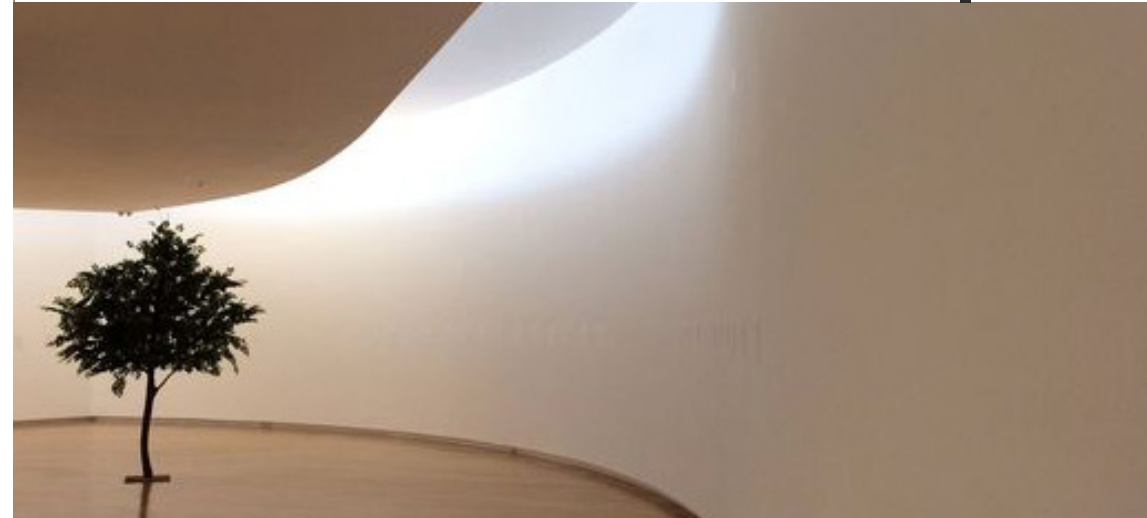
Inspiration



Design Fundamentals

- Approachable and reassuring
- Clear and neutral
- Distinct

Fluid, light, expressive,
organic, gentle,
optimistic









Medication Room

Children's Store 1









Client:
AZ Groeninge

Architect:
Osar
Baumschlage Erbele

Location:
Kortrijk Belgium

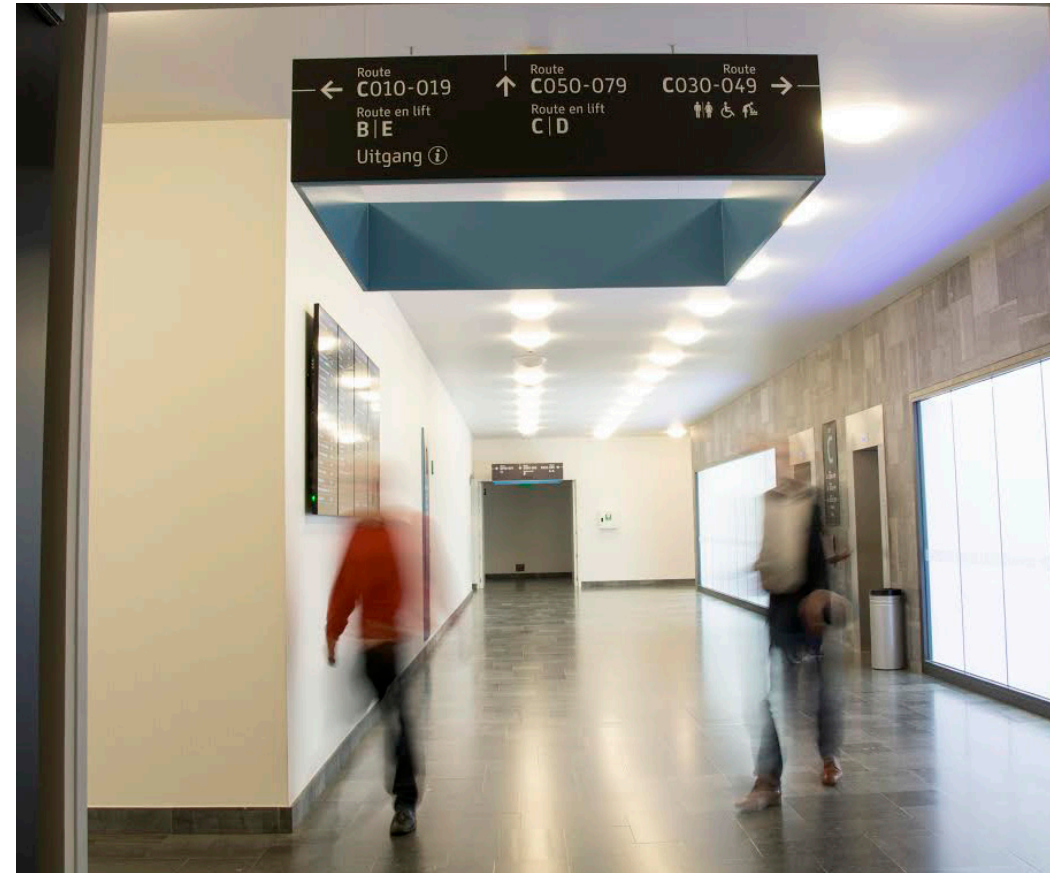
AZ Groeninge













Niveau

0

← Route
B010-049

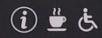
Route en lift
E



Route B050-079 →

Route en lift
C | D

Uitgang





St Vincent's Public

Client:
St Vincent's

Location:
Melbourne Australia



ST. VINCENT'S HOSPITAL







↑ Buildings **A E F**
 Parking **P**
 Information **i**
Emergency

← Building **D**







Client:
AZ Zeno

Architect:
AAPROG + BOECKX + BURO-II

Location:
Knokke
Belgium

AZ Zeno

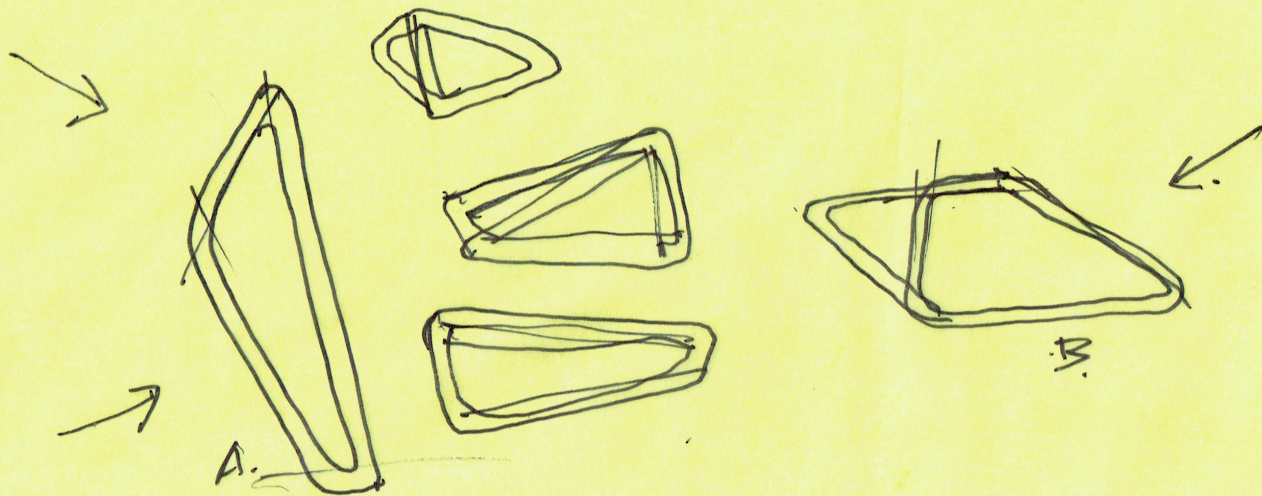




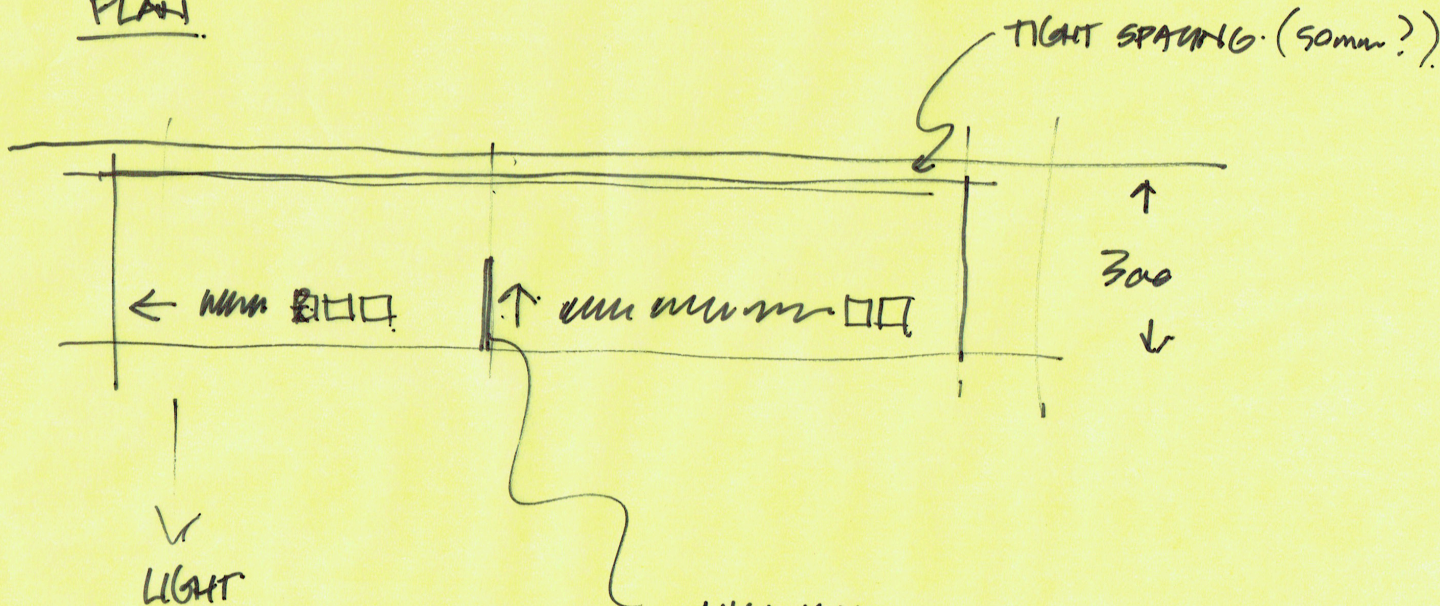




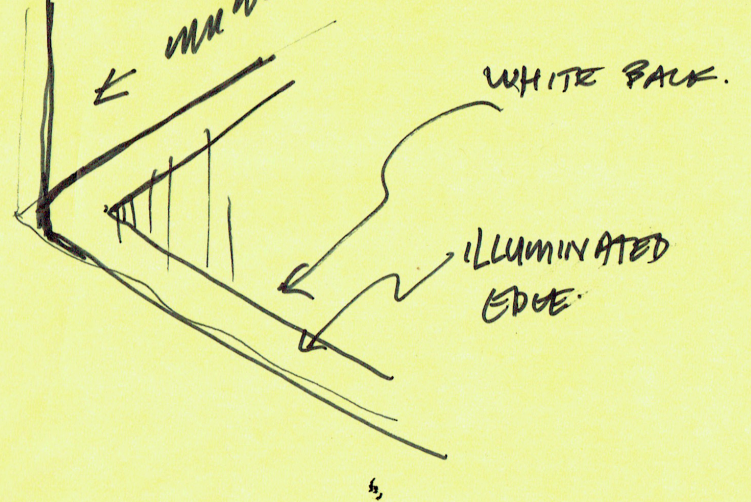




PLAN

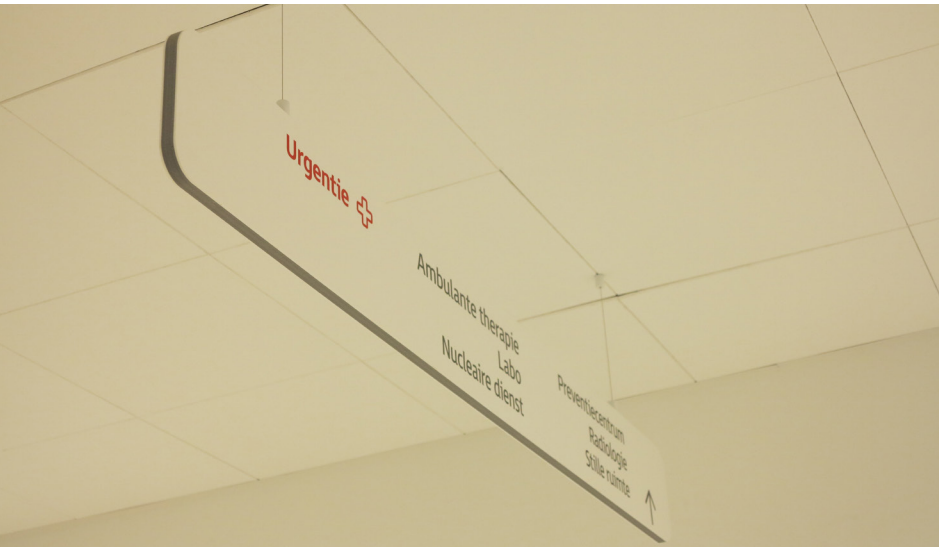


HIGHLIGHT











↑ ♿



Client:
HansenYuncken
Leighton Contractors

Architect:
Designinc
STH

Location:
Adelaide Australia

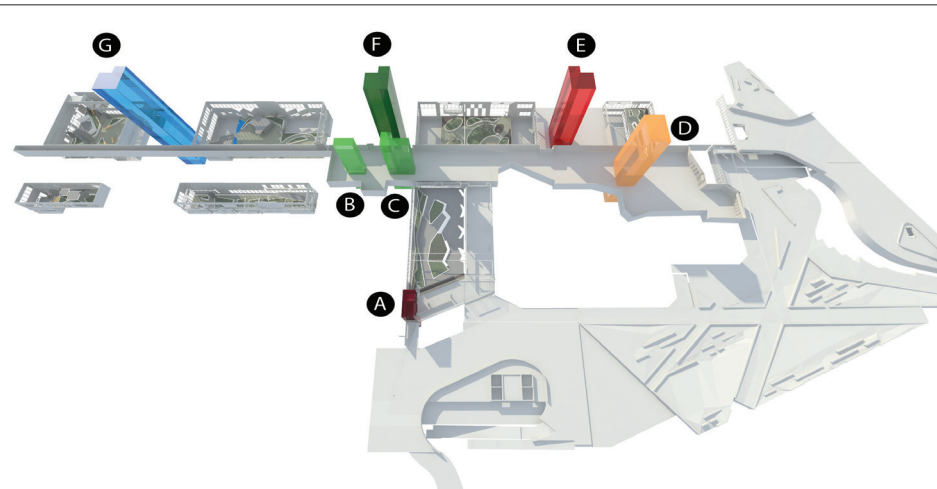
Royal Adelaide





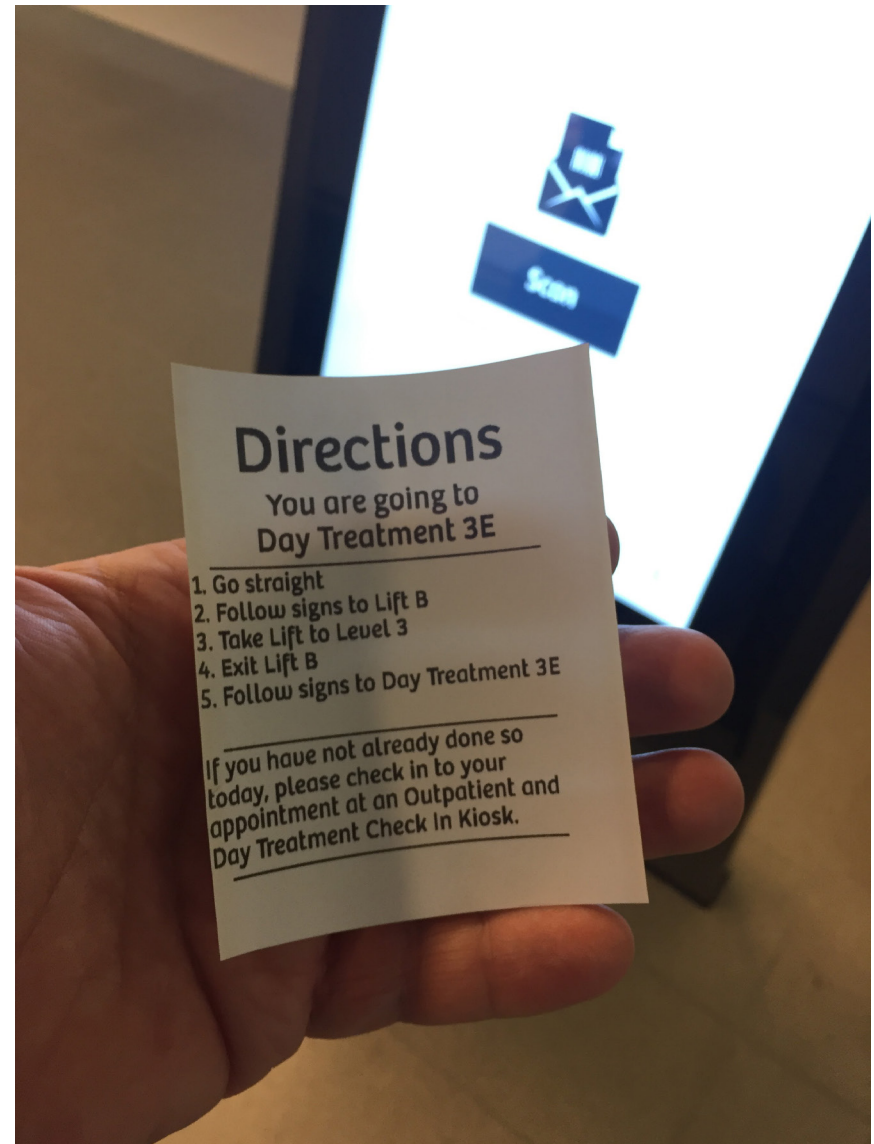
Royal
Adelaide
Hospital















Client:
Lend Lease

Architect:
BatesSmart
STH

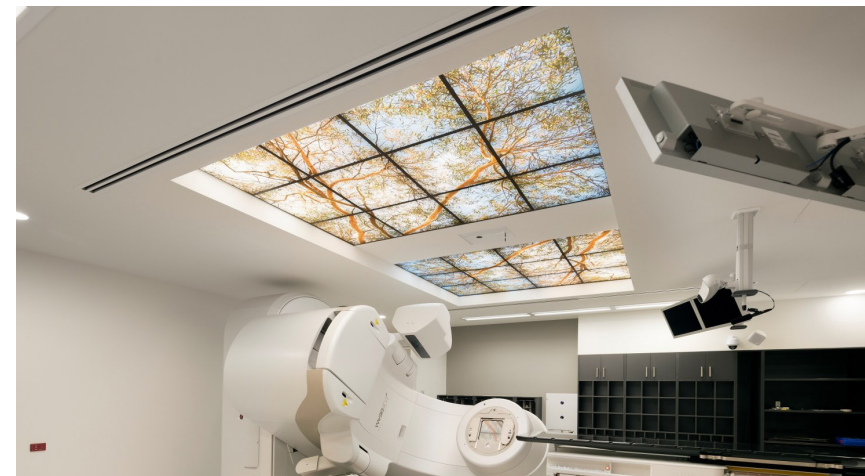
Location:
Bendigo
Australia

Bendigo















EMERGENCY

EMERGENCY HEALTH
Opening Hours
24 Hour Access

NO SMOKING



EMERGENCY



Reception 2
Waiting

Orchestrating **human-centred** hospitals

Wayfinding
User Experience
Inclusive Design