

**Poor wayfinding in your hospital is creating a negative patient experience, and it's wasting your staff's time.**

**We solve that.**

You have heard the complaints from your patients and staff: the wayfinding in your hospital does not work.

You know you have to solve that problem, but you don't know where to start.

**We do.**

We have worked with 70+ hospitals worldwide to improve wayfinding and patient experience.

Our rapid, cost-effective Wayfinding Gap Analysis delivers tangible results, showing you realistic areas for improvement together with a plan & budget for practical solutions with a high return on investment.



Whether your hospital is brand new or years old, large, medium, or small, it doesn't matter. Improving your wayfinding is essential.

This Gap Analysis marks the beginning of transforming the hospital into a place that's effortlessly navigable, welcoming to patients, staff, and visitors, and where minimal staff time is wasted on giving directions.

## Bad wayfinding = wasted staff time

A 480-bed Melbourne hospital spent \$2.2 million annually on staff time directing lost visitors. Additionally, many clinical hours were lost because people arrived too late—or not at all—for their appointments because they could not find their destination.

**Poor wayfinding increases the burden on staff who must frequently interrupt their work to assist lost visitors. This wasted time could be better used elsewhere..... Imagine how many agency staff hires you could save!**

## Happy staff & happy patients

Visiting a hospital can be an overwhelming experience for patients. Poor wayfinding may cause frustration, and they sometimes directing their ire towards hospital staff; verbally or even physically. This leads to higher rates of staff sick leave.

**A failure in wayfinding is more than just a logistical issue; it has tangible impacts on the well-being of patients and staff, as with that: your hospital's bottom line.**

## Accreditation requires good wayfinding

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 help you meet the required standards.



**A recent federal court case highlights the lasting impacts of poor accessible wayfinding on patients and hospitals (see [HERE](#)).**

The Sunshine Coast University Hospital was found to discriminate by failing to provide a wayfinding system that allowed independent navigation for a vision-impaired person. Not only did this hurt the hospital's reputation, it also forced them to invest a considerable amount of time and money to address the issue: legal fees, Department of Health time, hospital executives' time, consultant fees, and the cost for the implementation of the new wayfinding system.

ID-LAB has designed a new wayfinding system for the Sunshine Coast University Hospital based on the principles of Universal Design.

We offer two evaluation methodologies:

### **ID-LAB Identify PLATINUM**

A comprehensive on-site review conducted by experienced wayfinding consultants to assess the current state of your wayfinding system and its impact on the experience of staff, patients, and visitors.

We analyse your pre-visit information such as appointment confirmation letters, website and maps, conduct surveys of your campus and buildings, interview staff and other stakeholders, and, in collaboration with your team, workshop ideal wayfinding journeys to (re)define the patient experience.

Following our assessment, we present our insights on the implications of your wayfinding challenges to your executive team and provide a Plan of Approach; realistic and actionable steps, prioritised recommendations, alternative options, and an estimated budget to guide your organisation towards restoring harmony, efficiency, and enhancing the overall user experience.

### **ID-LAB Identify LIGHT**

A Quick Scan; a condensed version of the comprehensive gap analysis provided in the PLATINUM package. A consultant reviews your wayfinding system within a shorter time-frame and presents their findings to your executive team for discussion.

Unlike the PLATINUM package, the LIGHT version does not include an examination of pre-visit information, engagement with your staff, patients, and stakeholders. It provides a Plan of Approach with limited detail.

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#### **ISSUES**

Identify the core issues within the environment through an independent site survey, staff interviews and stakeholder consultation.

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#### **PROCESS**

Identify and analyse the processes that shape wayfinding and the user experience across the hospital.

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#### **RISKS**

Identify the key risks in terms of inefficiency, security and safety exposed during on-site consultation.

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#### **NSQHS**

Identify the actions required for compliance with the NSQHS Standards.

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#### **NEXT STEPS**

Identify necessary actions and provide prioritised recommendations to address both immediate and long-term requirements, ensuring continuous improvement.

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# Identify Platinum

## Activities:

- Audit of pre-visit information (website, appointment confirmation letters & text messages)
- Digital e-Survey to staff to enquire about their experiences with wayfinding problems, and the time spend giving directions and assisting patients with their wayfinding
- Extensive survey of current wayfinding system on the campus and in the buildings
- Interviews with front-of-house staff, volunteers, patient experience, security, and management
- Workshops to (re)define the Patient Experience with stakeholders such as staff, patient representatives, volunteers, security, facility management
- Presentation & discussion of recommendations to Executive Team
- Plan of Approach with recommendations, options and budget estimates

<i>Hospital size</i>	<i>investment</i>
up to 150 beds	\$9,000
150 - 300 beds	\$15,000
300 - 600 beds	\$20,000
600 - 900 beds	\$30,000
900 and up	\$35,000

Plus reasonable travel, per diem, and lodging expenses

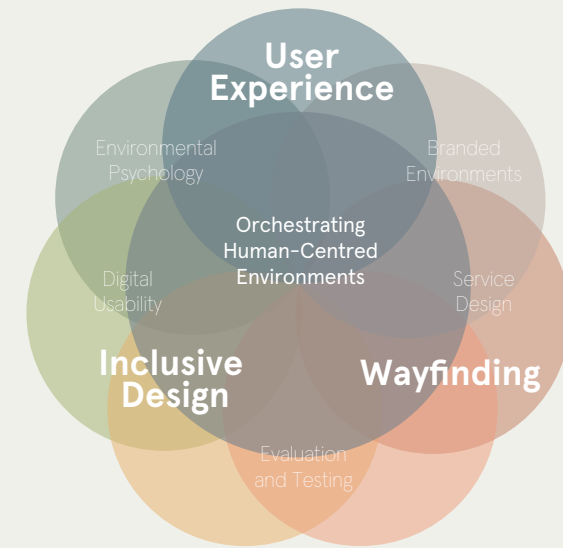
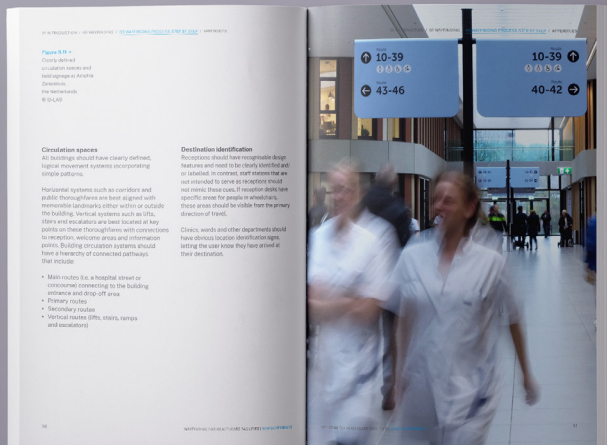
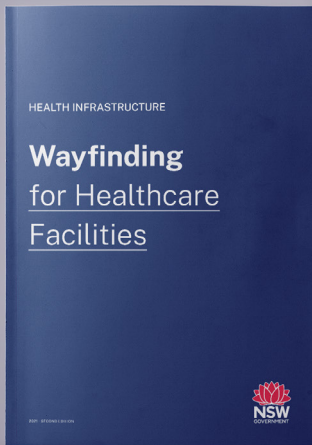
# Identify Light

## Activities:

- Quick-Scan survey of current wayfinding system on the campus and in the buildings
- One feedback session with front-of-house staff, volunteers, security, patient experience
- Presentation & discussion of recommendations to Executive Team
- Plan of Approach with limited detail

<i>Hospital size</i>	<i>investment</i>
up to 150 beds	\$4,000
150 - 300 beds	\$7,000
300 - 600 beds	\$9,000
600 - 900 beds	\$11,000
900 and up	\$13,000

Plus reasonable travel, per diem, and lodging expenses



# Our expertise

## Huge experience with hospital wayfinding

Since 2006, we have worked on over 70 hospital wayfinding projects in 8 countries: 12 private hospitals & 61 public hospitals. 12 over \$1 Billion, 47 over \$500 Million, 26 under \$500 Million, 3 over 1000 beds, 10 over 750 beds, 24 over 500 beds, 49 under 500 beds. 7 master plans. 49 greenfields and 24 brownfields. And 9 PPP projects.

## We wrote 'the book' on hospital wayfinding.

The [Wayfinding for Health Facilities Guidelines](#) that we authored for the NSW Department of Health have been integrated into the Australian Health Design Guidelines (AusHDG), recognising them as best practice specific to Australia's healthcare infrastructure.

Learn more about our work as Hospital Wayfinding Designers by downloading our [Hospital Wayfinding Capability Statement](#)

## More questions?

Contact us today:

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ID-LAB

## Real-world expertise meets design thinking

Our teams of expert strategists and designers from Australia, The Netherlands and France, craft pragmatic and impactful strategies, creating beautifully functional, human-centred health environments.

## Holistic human-centred 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.**

# Orchestrating **human-centred** hospitals

Wayfinding  
User Experience  
Inclusive Design

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