

Boost HCAHPS Scores with a Clear Wayfinding Strategy



The Costs^{3,4}

30
PERCENT

Of first time visitors get confused and lost when visiting the hospital



40
PERCENT

Of staff are idle when patients are late



25
PERCENT

Of hospital staff can't find a destination in their own facility



MORE THAN
\$1
BILLION

Amount of money tied to hospital reimbursement related to patient satisfaction



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The Need^{1,2}

Signs alone are inadequate when establishing wayfinding in healthcare organizations, according to current research. A clear and comprehensive wayfinding strategy considers how a patient or visitor receives and processes information and incorporates physical elements, communications and human interaction as well as feedback from multiple voices across the healthcare journey in an organization's strategy development.

Patients cite frustration with wayfinding as one of their top concerns and they routinely say they want clear direction and information.

Two of the Top 10 items on the Patient Wish List from the Armstrong Institute for Patient Safety and Quality at Johns Hopkins include:



**Please keep my white board
current and up to date.**



**Please orient me to my
room and the hospital.**

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What can you do?⁵

PATIENT NAME:

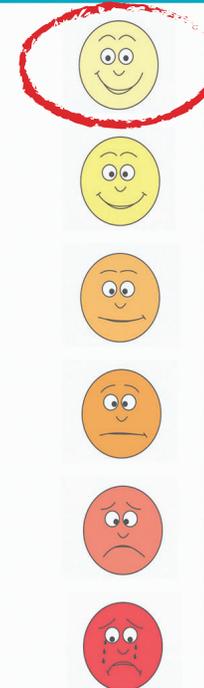
TODAY'S DATE:

ROOM NUMBER:

ROOM PHONE:

Develop signs that:

- ✓ Are clear, simple and universal
- ✓ Avoid medical jargon
- ✓ Use directional arrows, pictograms and symbols
- ✓ Are place-based and intuitive and refers to notable and memorable buildings and landmarks
- ✓ Follow a simple hierarchy
- ✓ Are legible and well-focused
- ✓ Are readable colors and appropriate contrasts
- ✓ Are interchangeable and flexible
- ✓ Meet organizational brand standards
- ✓ Are consistent throughout the facility
- ✓ Are multilingual, if appropriate
- ✓ Maintain consistent margins, distances and spacing
- ✓ Are durable, vandal-resistant and antibacterial
- ✓ Are compliant with ADA and other federal regulations
- ✓ Have low grooving to avoid dust and dirt collection



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Get a Strategy!⁵



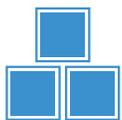
AUDIT // Evaluate your existing signage paying close attention to each sign in your facility. Take photographs. Look at all of your signs and graphics. Do they match? Are they readable?

Note: memorable buildings and landmarks that will help create directions later. Make sure to notice if you see patients and visitors who need directions while you are walking the halls—ask them what they find confusing about your wayfinding.



FIND THE RIGHT TEAM TO ADDRESS THE ISSUES //

Who should be involved? When a patient or visitor is lost, they stop anyone they can for help. Everyone who has a vested interest in the establishment and management of signs and wayfinding should be involved in addressing the issues: Patient advocates, Facilities, Engineering, Marketing, Information desk employees, Nurses, Physicians, Volunteers. Be careful to keep the group size manageable to facilitate decision making.



ESTABLISH STANDARDS // Create a set of hospital-wide standards. Ask employees who work around where signs are displayed for input. Survey patients and visitors about sign locations and messaging. Consider color coding signage for specific areas. Also consider whether standards should extend

across the enterprise and include multiple hospitals and buildings. Consistency helps patients and visitors navigate and reinforces branding.



EVALUATE YOUR CURRENT PROCESS // How are signs procured in your facility? A slipshod approach can result in mismatched signs or worse: Illegible or non-compliant signs. Using multiple vendors can impact clarity and brand consistency. Signage should be replaceable within two days, should meet brand standards and should be durable and cleanable.



DEVELOP A NEW PROCESS // This is your opportunity to rewrite the way everyone in your organization procures signs. Think about the earlier team you engaged and decide who needs to be involved for approval based on branding, pricing, ordering and installation.



PRIORITIZE NEEDS // Everyone may want new signs but not all requests need to be filled immediately. Signs that are non-compliant to federal regulations or illegible should take first priority. Create a list and work through it based on funding availability and facilities manpower.