

the STARTLING COSTS of POOR SIGNAGE

Each time a patient wanders aimlessly through your facility, parks in the wrong spot or wants the name of their nurse or PCA, frustration levels spike and patient satisfaction scores plummet.

Helping patients along their journey with clear and concise signage:

- ▶ Eases anxiety
- ▶ Saves money
- ▶ Boosts patient satisfaction

Average time it takes a staff person to direct a patient or visitor (assuming they know where they are going)⁴

Medicare reimbursement money tied to patient satisfaction levels through HCAHPS scores¹

\$1 BILLION

3 MINUTES

by the **NUMBERS**

\$1.3 BILLION per year

Cost of missed appointments²

25 percent of visitors to a healthcare facility ask for directions³