

## The Voice of the Patient:

### *Employ research to anticipate public perception and behavior*

Wayfinding considers a visitor's state of mind by communicating clearly and consistently.

The foundation of good design is research, and the best way to research is to listen to the voice of the patient.

What are your patients telling their friends and families about your facility? Are there aspects of the existing wayfinding system that they use? When they come in (likely under stress), what do they need to know? What don't they need to know? Do they get the information they need?

More importantly, what immediate and longer-term changes can you make to improve how people navigate your facilities? And what will it cost to make these changes?

These questions can be answered by engaging in a rapid yet comprehensive assessment of your healthcare environment using the following steps:

- > Analyze the patient experience with hospital staff and administrators, using data collected in patient satisfaction surveys, satisfaction questionnaires, etc.
- > Document the ways your patients and visitors use wayfinding information, and establish the effectiveness of your current systems through interviews and behavioral observations.
- > Summarize wayfinding challenges, issues and opportunities
- > Measure the real costs of lost patients, and the potential gains to be made by investing in a new wayfinding system.
- > Prioritize fixes that can be made immediately, and lay out a program of long-term changes to put your organization on the right track.
- > Organize a diverse internal team to manage wayfinding over time: facilities, marketing, department heads, volunteers.

This analysis will outline how better wayfinding can improve your business strategy, brand development and facilities plans. By digging deep with staff and visitors, then using the data and testimonials to support a business case, you can kick-start a new patient experience effort, or supplement an existing initiative.

The return on your investment? Happier patients and visitors, a more productive staff, and a more efficient and highly regarded healthcare provider. Let us show you how we can help!