

11 Benefits of Digital Wayfinding for the Healthcare Industry

How do you feel when you step into a large building or facility and cannot find your way around? It can be frustrating to search through long directories, roam through endless hallways and take wrong turns. Confusing directional signs or lack of signage in certain locations can also create a stressful experience. Trying to seek assistance when lost only adds to the frustration.

Similarly, in a hospital facility, this frustration becomes more exaggerated.

Hospital patients have to deal with a variety of emotions while attempting to find their way around a facility. People want to get in and out of the hospital without worries and hassle. They want to find information, locate a clinic or navigate in the parking area more quickly in order to easily reach their hospital destination.

Poor navigation of a facility creates disadvantages for any healthcare institution as this usually leads to more frustrated patients, missed appointments and staff interruption. Everyone, from patients to visitors, arriving at any hospital facility needs assistance - whether it's a routine check-up or visiting a loved one.

Therefore, if you're managing a healthcare facility, you should consider solutions that lessen the anxiety and reduce the burden of your patients and visitors as they find their way around your buildings.

What you need are simple and hassle-free wayfinding tools to help patients and visitors find their way faster and with less stress.

Consider Wayfinding Digital Signage for Hospitals

What is Digital Signage?

Digital wayfinding maps are interactive digital screens or kiosks that help visitors reach their destination. They allow users to search and select information, and view detailed directions in a rich, graphic representation that will guide them to where they are heading.

Compared to a static map that doesn't provide custom information, digital wayfinding maps are customized based on the information set by the user in order for healthcare visitors to easily navigate around the facility faster and with less stress. At the same time, digital wayfinding maps also provide essential benefits to physicians, nurses, and all other staff that use your buildings.

Here are 11 reasons why digital wayfinding tools in the healthcare industry are very important.

1. Serves confused patients

Most patients are already not in the best frame of mind when they arrive at your hospital due to their illness or health condition. Digital wayfinding tools help patients and their companions find their destination. A clear set of directions and information lets them focus on where they need to be.

2. Provides faster emergency assistance

People experiencing immediate need have to act fast and get to the emergency room as soon as possible. Digital wayfinding tools help ensure patients receive emergency treatment quickly.

3. Ease stress of worried families

Hospital visitors are often frustrated as they struggle to find their loved ones in a healthcare facility. Visiting a loved one can be an emotionally-charged event. Digital wayfinding tools can alleviate that stress by providing a positive visitor experience where visitors can conveniently navigate through a confusing maze of buildings, complex corridors, parking lots, and hallways.

4. Boosts efficiency of physicians, nurses and hospital employees

Physicians checking on their patients as well as visiting physicians who give lectures or provide training need the help of digital wayfinding tools to reach their destinations faster, thereby enhancing workflow efficiencies.

5. Clears congested hallways

Patients and visitors who can't find the specific doctor's clinic, hospital rooms or information they need tend to congest in the hallways. Using a digital wayfinding tool, patients and visitors can easily reach their destination. This improves traffic flow through busy areas and prevents congestion in the hallways. With clear hallways, assistance, especially for emergency situations, can be provided quickly and safely.

6. Improves patient satisfaction

Visits to hospitals and clinics can be a stressful experience for most patients. By getting in and out of their doctor's appointments faster, digital wayfinding tools can help patients avoid getting lost and delayed in reaching their destination. Healthcare providers can quickly serve their patients who arrive on time.

7. Relieves strain on hospital employees

As hospital patients and visitors need assistance on their way around the facility, most reception and information areas get congested. Some also stop along the hallways, interrupting busy nurses and doctors. Digital wayfinding tools reduce the need for staff to direct visitors all the time. Visitors also can automatically check other information they need such as patient services and visitation policies.

8. Updates information easily

In large healthcare facilities, doctors and departments regularly transfer to new locations. Reflecting the constant changes can be challenging, especially when using static map and directories across a large complex. Using digital signage, maps and directories can be remotely updated quickly and conveniently without incurring the labor costs associated with manually changing static signs.

9. Serves as a tool for providing useful information

Digital signage serves multiple purposes aside from being a wayfinding solution. Whether placed in hallways, cafeterias, patient or doctor's rooms, digital signage can help educate and communicate. Large digital screens are a great platform to share news, health-related information, public advisories, wellness awareness, and much more. They can also be used for advertising purposes for generating additional revenue streams.

10. Works as an emergency communication channel

During emergency situations, alert messages need to be communicated to everyone. Digital signage can be used as emergency broadcast systems across the facility. This increases awareness and assists people during emergency situations. Digital signage can also display basic first aid information, relevant government agency phone numbers and ambulance contact info. Content can be customized and shown in real-time across the health campus.

11. Shows care for patient's well-being

Digital signage can make the promotion of wellness more engaging. By showing your healthcare facility as a helpful, informative and trustworthy place, you are giving your patients and visitors a more comfortable experience. Healthcare facilities that make use of interactive digital maps demonstrate that they are providing more technologically advanced tools to help patients along their medical journey. This leads to long-term loyalty and trust. Increasing patient satisfaction and decreasing patient stress are digital sign benefits that can be appreciated by all visitors and staff.

The Bottom Line

Help your patients and visitors quickly find their destination with the most efficient tools available. Make sure you are giving your visitors, patients, doctors, nurses, and staff the best experience at all times.

Talk with one of our digital signage specialists to discover how your facility can benefit by changing your current wayfinding technology to a more advanced digital signage system.