Improving Patient Wayfinding: Using Visual Cues to Guide Patients

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Problem

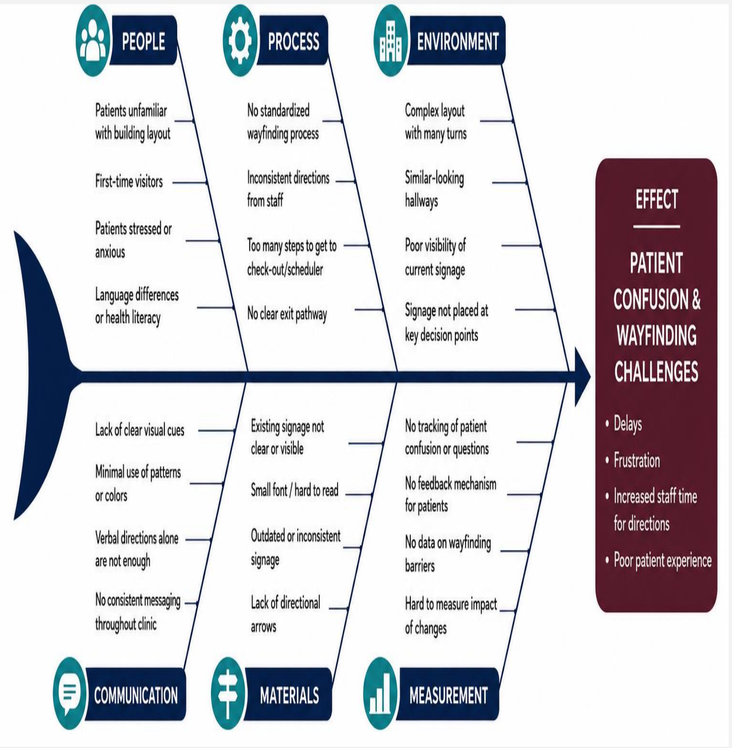
- Lack of patient wayfinding and patient guided clinic workflow-no clear visuals to guide patient to next destination
- Navigating unfamiliar spaces within the clinic can be challenging for patients.
- Common root causes is limited signs providing direction.
- Patients felt uncertain and/or uncomfortable navigating the clinic, staff were required to stop other tasks to provide real time directions, and the absence of visual guidance?

Goal

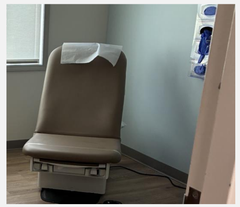
- Overall, the goal is to improve patient experience, reduce navigation-related delays and support more efficient clinic operations
- By implementing standardized patient wayfinding signage and resources to improve patients' ability to independently navigate the ambulatory clinic and reduce confusion, delays, and requests for directions.

"Intervention Design"

- What activities were involved during the implementation?
  - Reviewed the current patient check in process to identify barriers
  - Identified key locations where signage was needed
  - Implemented clear visible signage and directions
- How will success be measured?
  - Success will be measured by a reduction in patient confusion and the number of patients requiring assistance with navigating to their destination within the medical center.
- How will the project be measured to quantify the implemented intervention?
  - Measures may include the number of patient wayfinding questions/directions requested, patient complaints related to navigation, and patient/staff feedback before and after implementation.
- Who are the key players?
  - Patients and families
- Where is the project happening?
  - Chesterton Cardiology Clinic



Results to Date











- What did your team change?
  - We implemented a standardized patient wayfinding process using clear, highly visible directional signage to guide patients from the exam room
- List all of the work you did here.
  - Identified common areas where patients experienced difficulty navigating the clinic
  - Identified key decision points where patients needed additional direction
  - Designed and created standardized wayfinding signs
  - Added directional arrows
  - Added a stop sign directing patients to the Nursing Office
  - Added clear exit signage
- Show/Explain the results here.
  - We will continue to monitor patient questions surrounding further direction needed current signage posted
  - Easier navigation for patients and families
  - Reduced confusion about where to go next
  - Improved flow from the exam room to check-out and exit

Conclusion and Next Steps

- What did the measures you tracked show you- The measures showed that the visual cues improved patients' ability to identify where they needed to go after leaving the exam rooms. Staff also reported fewer instances of patients needing verbal directions to locate the nurses' station or schedulers' station.
- Did you accomplish what you set out to do- yes, the project accomplished its primary goal of improving patient wayfinding from the exam rooms to the nurses station and/or schedulers station.
- How can you prove it did or did not work- The effectiveness of the intervention can be demonstrated through before-and-after observations and staff feedback. Comparing the frequency of patients requiring verbal assistance before and after the signage was implemented provides evidence of whether wayfinding improved.
- Process Improvement – what's next- What's next is to sustain and expand the improvement. The team will continue to monitor patient wayfinding and staff feedback to ensure the signage remains effective. Signage will be reviewed periodically for visibility, accuracy, and placement.

Acknowledgements

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