

Hospital signage, Wayfinding in complex buildings.

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Presentation on behalf of

Our Lady's Hospital, Navan, Signage Group

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Health Service Executive

Hospital signage, Wayfinding in complex buildings.

Wayfinding –

is a collective term describing features in a building or environment that facilitate orientation and navigation.

According to National Adult Literacy Agency (NALA) one in 5 people admit to having difficulty understanding the signs and directions in Irish hospitals most of the time.

Omnibus Health Literacy Survey, NALA/MSD, 2007.





<http://www.dailyedge.ie>



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Today's presentation

- Describe our hospital signage and wayfinding work
- Why, who, how
- Show you our planned approach
- Share knowledge gained
- Give you some hints and tips



Why bother, sure aren't we grand ?

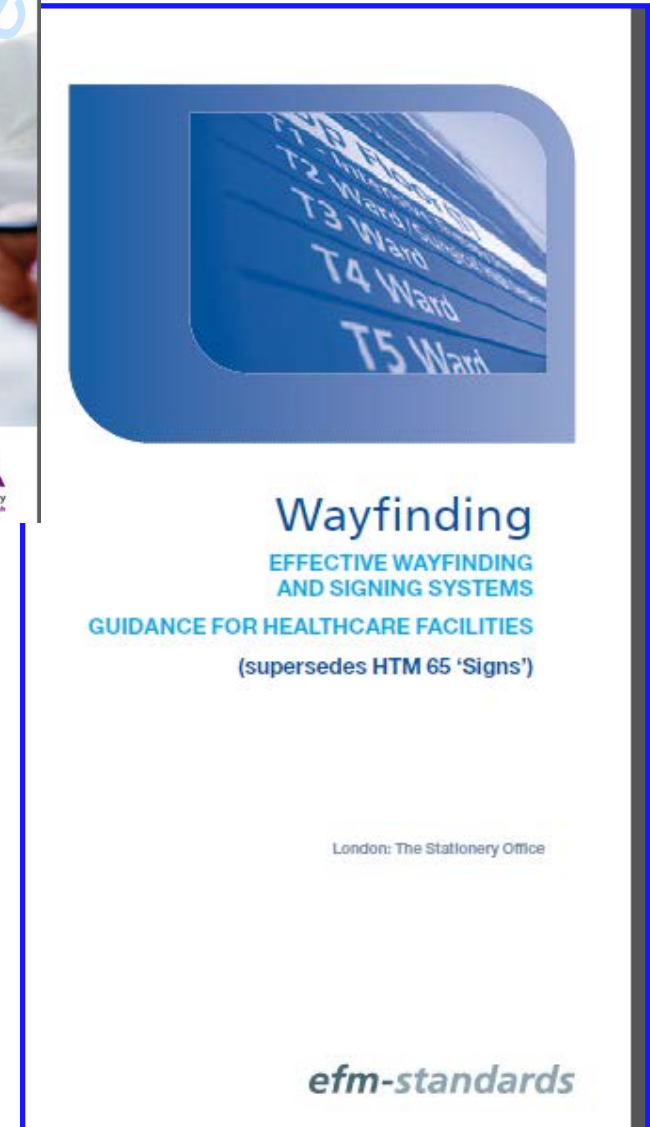
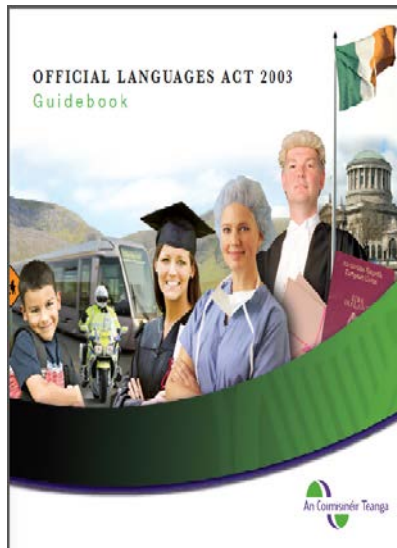
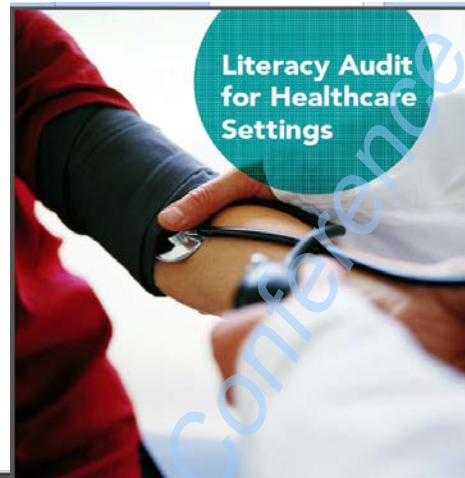
- Re-allocation of departments
- Need for generic names (future proof)
- New Emergency Department building
- Smarten our appearance
- Implement best practice in health literacy
- Anecdotal, constant asking for directions

- A people friendly hospital and people friendly building
- Opportunity to improve communication and the patient, visitor and staff experience
- Build public confidence
- First impressions count



Best practice for signage wayfinding

- Literacy friendly
- Age friendly
- Dementia friendly
- Consistent design
- Appropriately placed



What did we learn ? Audit, conversations and documents.

Signage and wayfinding in old buildings is complicated.

- No 'one size fits all'

People ask receptionist for:

- directions to a ward,
- patient enquiry,
- change for car parking; and
- general directions.

All staff audited:

- had been asked for directions;, and
- agreed signage needed improvement.

External audit by *Age Friendly Ireland* highlighted;

- our good work (new ED signage) and,
- our deficits (mismatched signage).
- Ward names are not appropriate ('male' and 'female')



What did we learn ?, continued

Key signage style and design features including:

- clear colour contrast,
- adequate font style and size,
- use symbols,
- consistent placement ,
- avoid suspended signs,
- use matt finish,
- have good lighting at signage;
- correctly use of the HSE Logo, and
- meets Irish language requirements.

Wayfinding is an element in standards for:

- dementia friendly wards,
- age friendly access,
- literacy friendly writing /plain English: and
- access for reduced mobility.



Who? Our Signage Group

Representative committee

Lead by Health Promotion Coordinator and Intern
Chair Hospital Manager

Meetings with agenda and actioned minutes

Sub group for Intern appointment from the Job bridge scheme

Used email communication as much as possible



How? Our project plan

HSE Change Model to implement our project

Phase one, Research, audit, knowledge and completion of new
Emergency Department signage

Phase two, Agree to identify wards by number

Phase three, Temporary homemade signs erected; positive feedback

100 new signs required including;
directory at reception,
department directional signage, and
department and ward entrance signage.

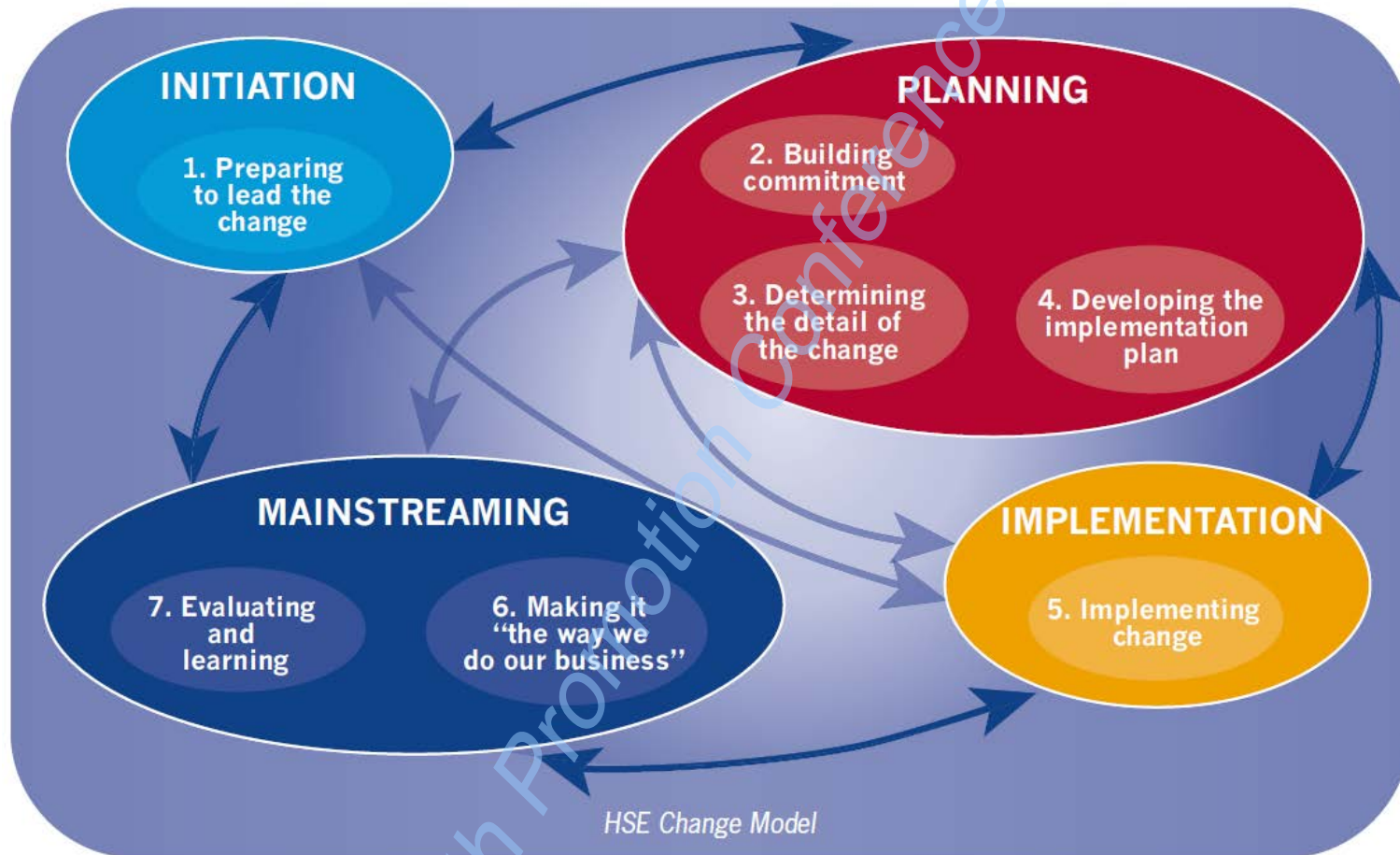
Meetings with signage companies (design and price)

Outcome, We await approval for funding .Research based relevant plan



HSE Change Model

<https://www.hseland.ie>



Top tips for Wayfinding in complex hospital building

- Hire an Intern! Plan the work
- Keep notes and photographs
- Conduct a slow walkabout, listen look and learn
- Know your building's future
- Who uses your building ? - seek their opinion
- What is the natural traffic pattern ?
- Use best practice guidance
- Test sample signage and ask for feedback
- Work with a good sign writer
- Involve a team, Keep a log, ongoing report
- Engage an external audit (Age Friendly Ireland)
- Email everyone you know !



Our Lady's Hospital, Navan



General Hospital & Regional Orthopaedic Unit
ICU CCU ED MAU
Occupancy 130 including day beds
(general orthopaedic endoscopy and medical
assessment)

OPD, Specialist Services in Diabetes
Rheumatology Heart Failure.
Campus includes Community,
Child and Family Services, Dental,
Department of Psychiatry, DOC



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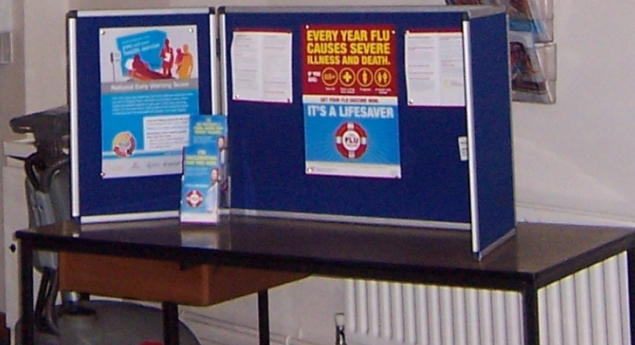
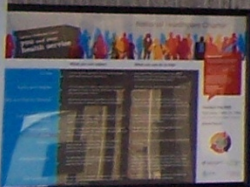


Suspended sign at reception

- ← Admissions Office
- ← Medical Records
- ← Accounts
- ← Cardiology Department
- ← Diabetic Day Centre
- ← Orthodontic Unit
- ← E.C.G. Department
- X-Ray, DEXA, CT, Ultrasound Dept.

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No reception or information sign

Reflection on National Charter


← Admissions Office
← Medical Records
← Accounts
← Cardiology Department
← Diabetic Day Centre
← Orthodontic Unit
← E.C.G. Department
X-Ray, Dexa, CT, Ultrasound Dept. →

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Follow us on Facebook, Twitter, LinkedIn
Welcome to Our Lady's Hospital, Nelson
Catholic
Visiting Hours
15.00 - 16.30
18.30 - 20.30
To make this the most enjoyable
time of your visit, please be aware that
visiting hours are subject to change without
notice and may vary at short notice.
Please do not bring flowers to the hospital.



Clutter


National Visiting Guidance
Our Lady's Hospital, Navan
PLEASE NOTE
With effect from 1/4/2007
DAILY VISITING TIMES
3.00 p.m. to 4.30 p.m.
6.30 p.m. to 8.30 p.m.
Children under 12 years, with the exception of the patient's own children,
should not be brought to visit

Confusing information

Reception / Enquiries →
All Departments Except Orthopaedics →
Coffee Shop →

your service
your say

A ↔ B
TAXI & BUS HIRE
046 9029382
087 2424674

your service
your say

Coin

● Lift handset


● To make a follow on call press next call button

● Find a coin and unused coins will be returned

A ↔ B
Taxi and Bus Hire
046-9029382
086-8033316
087 2424674

Country Codes	
Great Britain	00 44
United States	00 1
Australia	00 61
Germany	00 49
France	00 33
Italy	00 39
Spain	00 34
Sweden	00 46
Finland	00 358
Netherlands	00 31
Belgium	00 32
Denmark	00 45
Norway	00 47

Arrows
'all over the
shop'


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R LADY'S HOSPITAL NAVAN
CCTV
ages are being
orded for the
ose of crime
vention and
alth & Safety.
e system manager
y be contacted on:
046 9021210

- Regional Orthopaedic Unit
- ← Orthopaedic Wards
- ← Intensive Care/High Dependency Unit
- Pre-Admission Assessment Service
- Orthopaedic Day Services Unit →

recontaminate

Hand gel should only be used
to decontaminate hands. If you
use it, you must complete a thorough

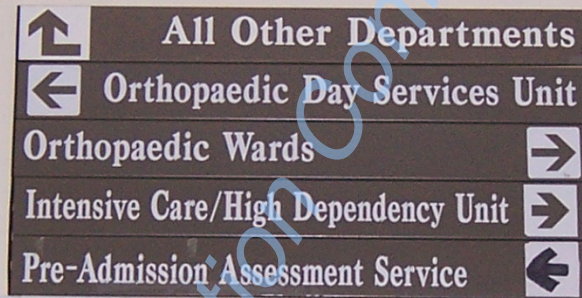
Please follow the guidelines below to ensure the gel is
applied to all areas of your hands, including those
areas frequently missed.



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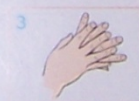
Arrows
'all over the
shop'
Sign high
up on wall




ECOLAB

CLEAN HANDS SAVE LIVES

All patients, visitors and staff: Please clean your hands with the gel provided

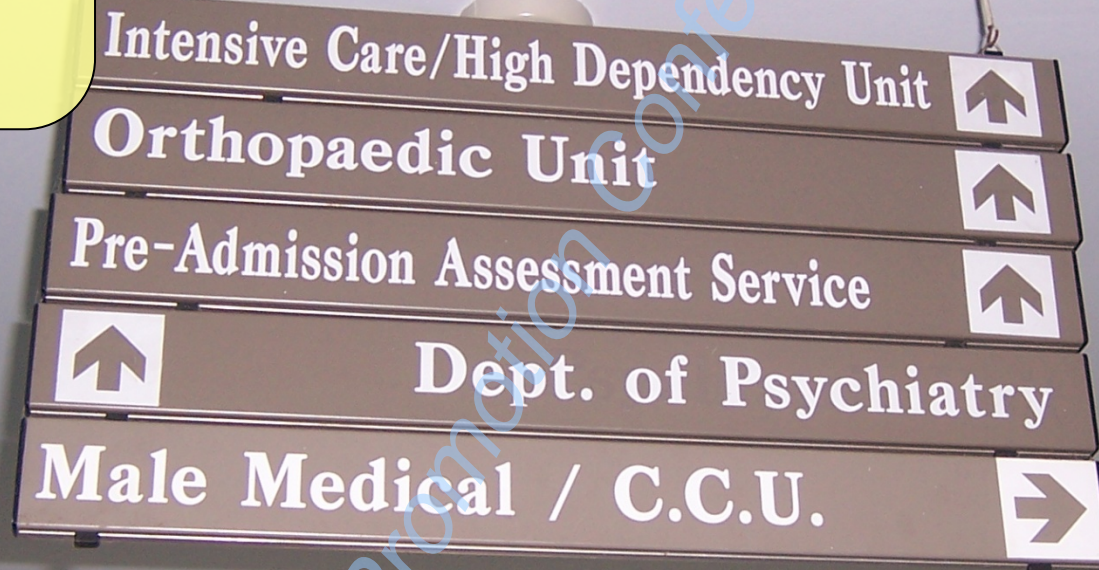


Integrated Discharge 

Unavoidable
suspended sign

Font not
consistent

Arrows both
sides



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Name on door,
not above door



Name above
door

'Dept' not
Department

Dept. of Psychiatry

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Equipment draws the eye away from the sign

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Red and white reserved for emergency and warning signage

Orthopaedic
Day Services Unit

FIRE POINT



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**No
smoking**

**X-Ray, Dexa, CT,
Ultrasound
Department**



Day Services Unit



Avoid
'around the
corner'
arrows

Text
left -
not centre



Large sign
versus
small sign

Medical Assessment Unit →

Medical Assessment Unit →

Emergency Phone

Attention
Please
Keep Clear

- Arrows all 'over the shop'
- Varied font
- Varied alignment
- Extra coffee sign!
- Abbreviated words
- Use of /
- Extra capital letters
- No Irish



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← X-Ray / Ultrasound / DEXA / CT

← Main Reception

← All Other Departments

← Way out

Medical Assessment Unit →

Male Medical / CCU →

Intensive Care / High Dependency Unit →

Orthopaedics →

Dept. Of Psychiatry →



Age Friendly Ireland



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Age Friendly Ireland audit in progress



Emergency Department



Emergency Department



Emergency Department



Emergency Department



Wheelchair reserved space



New signage

Light on dark
background.
Symbols only



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Ariel sans serif font
Symbol included
First text in Irish



Ariel sans serif font
Symbol included
First text in Irish

No Smoking on Hospital Grounds
Ná Caitear Tobac ar Thailte an Ospidéil



Including E-cigarettes and all other
Electronic Smoking Devices
Toitíní Leictreonacha & Gach Gaireas
Chaithimh Leictreonach Eile san Áireamh



Home made
sign added

**Accident
&
Emergency**



**Slí Amach
Way out**



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Before



After



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Exit sign placed in line of sight

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Before



After



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Using landmarks for wayfinding

'up the corridor past the statue on the right'



Hospital Directory

Ground Floor

- | | |
|-----------------------------------|--------------------------|
| ← OPD 1 | OPD 4 → |
| ← OPD 2 | OPD 5 → |
| ← OPD 3 | OPD 6 → |
| ← Dental Surgery | Chaplaincy → |
| ← Medical Photography | Psychological Medicine → |
| ← Pharmacy | Combined Assessment → |
| ← Haemophilia & Thrombosis Centre | Rehabilitation → |
| Cell Separator Unit | Social Work Department → |
| ← Toilets ♀♂♿ | |

First Floor

- | | |
|---|---|
| ← Lifts & Stairs to
Wards 101-103, 111, 112 | Lifts & Stairs to →
Wards 107-109 |
| ↑ Lifts to
Wards 104-106, 114, 115
Dept of Sleep Medicine | Wards 115-118
Patient Hotel
Nursing Directorate |

Second Floor

- | | |
|---|--|
| Executive Management Offices | |
| ← Lifts & Stairs to
Wards 201-203 | Lifts & Stairs to →
Wards 207-209 |
| ↑ Lifts to
Wards 204-206
Scottish Liver Transplant Unit
Laboratories & Blood Transfusion Service | Finance
Human Resources
Information Services
Organisational Development |

To recap

- Wayfinding in old complex buildings is complicated
- Hire an Intern! Plan and revise
- Keep notes and photographs
- Conduct a slow walkabout, listen look and learn
- Know your building function
- Who uses your building ? - seek their opinion
- What is the natural traffic pattern?
- Use best practice guidance
- Test sample signage and ask for feedback
- Work with a good sign writer
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Krzywy Domek. Poland

<http://krzywydomek>



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