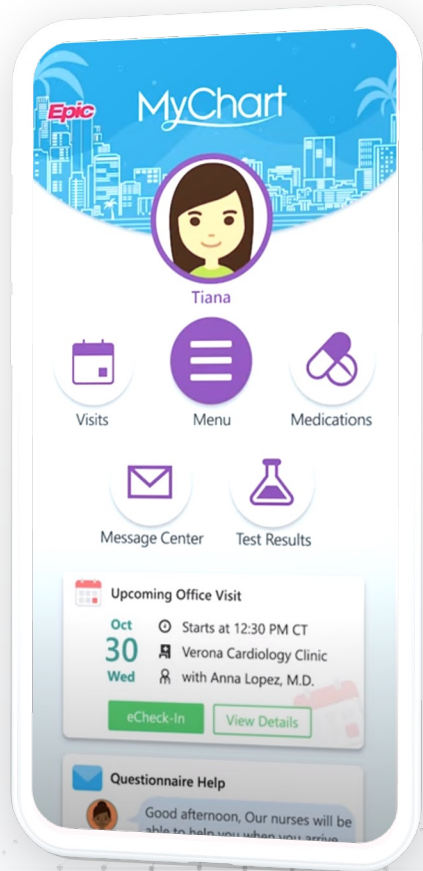


Why Wayfinding is Essential to Healthcare Growth



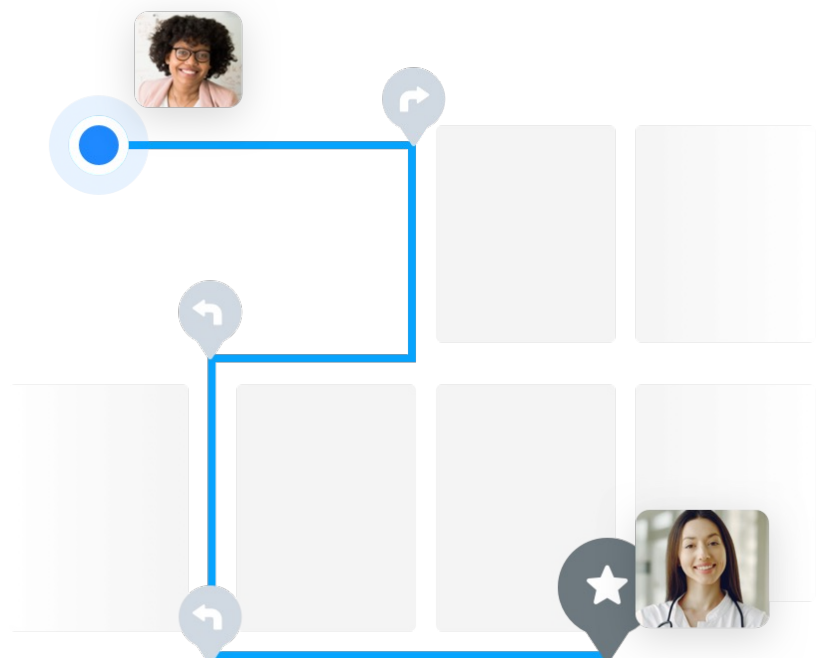
Overview

Over 40% of patients and visitors have difficulties navigating a hospital. This leads to missed appointments, causing a loss of about \$3 million a year per hospital.¹ Not only does this hinder a hospital's economic growth, but a lack of proper signage and unknowledgeable staff lead to a low-quality experience for hospital visitors.

To prevent these unnecessary losses, hospitals must implement a customized, digital, web or app-based wayfinding system. This process is easier than ever with Cartogram's all-in-one wayfinding solution. With a navigational interface similar to Google Maps, Cartogram provides users with a familiar experience, with the addition of seamless outdoor to indoor navigation.

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The Problem

85% of Patients and Visitors **Ask for Directions** in a Hospital

Currently, patients and visitors face difficulty when navigating a hospital, with 85% asking for directions.² Individuals receive turn-by-turn navigation from their homes to the hospital. Once the route ends in their mapping app, finding the closest parking lot, correct wing, entrance, and room become a hassle. As a result, they park far from their intended destination, enter the wrong entrance, and resort to asking hospital staff for directions.

25% of Hospital Staff **Don't Know** Certain Hospital Locations

A recent Medical Center survey revealed that staff answer an average of 3.5 wayfinding questions daily. Taking away valuable staff time, this signals a failed wayfinding experience. In addition, 25% of hospital staff cannot find some destinations within their own campus.³ This leads to patients arriving late to appointments or missing them entirely due to the lack of efficient wayfinding systems.

Hospitals Lose **\$3M** Every Year to **Missed Appointments**

Rescheduled and missed appointments lead to unfilled hours for both medical professionals and costly medical devices. Thus, the US healthcare system loses about \$150 billion a year to missed appointments, losing an average of \$3 million per hospital.⁴ In addition, a customer's wayfinding experience impacts customer healthcare satisfaction (HCAHPS) scores.⁵ This assessment asks consumers questions relating to their experience (**See Figure 1**), which are heavily influenced by how their hospital wayfinding experience is.

Using any number from 0 to 10, where 0 is the worst hospital and 10 is the best hospital, what number would you use to rate this hospital during your stay?

Would you recommend this hospital to your friends and family?

Type your message...



Figure 1

Customer experience translates to higher hospital margins

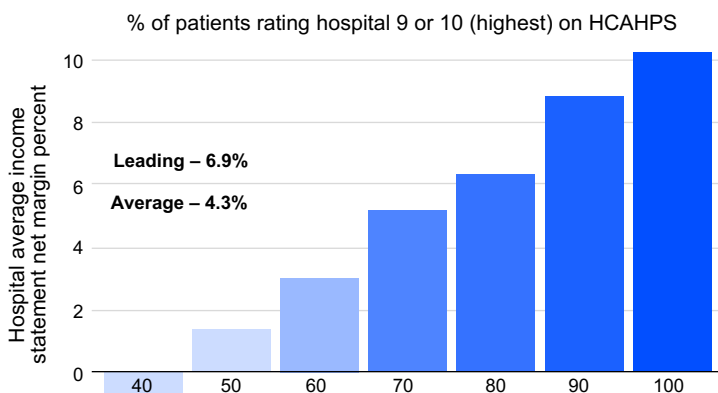


Figure 2

According to Huron Learning Lab, hospitals that rate highly for patient experience perform better financially. A “happy patients, healthy margins” correlation is evident (**See Figure 2**), doubly so for urban hospitals.⁶

The Solution

✓ Cartogram's Navigation System

Cartogram solves these problems. Cartogram's all-in-one solution is increasing hospital revenue and improving patient experiences. Cartogram provides indoor, outdoor, and between-building wayfinding: a true turn-by-turn navigation system that uses the same effective and familiar user interface as Google Maps. Cartogram doesn't sell mapping data or patient demographic/location data to anyone.

✓ Multi-Platform Functionality

The strength of the Cartogram platform is its diverse solution set and features (**See Figure 3**). It works on smartphones, computers, tablets, on-campus digital signage prints out directions at touchscreen kiosks, in addition to feature phones. There is 24/7 support through the wayfinding hotline and an AI-powered chatbot that responds to text messages about wayfinding questions on anything in your building.

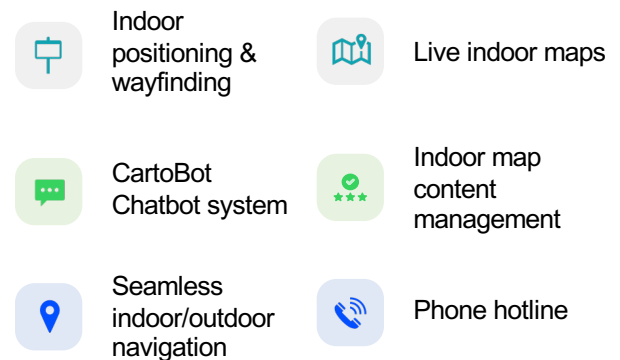
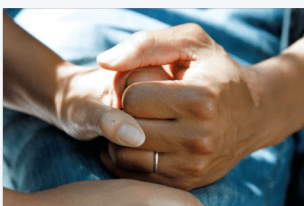


Figure 3

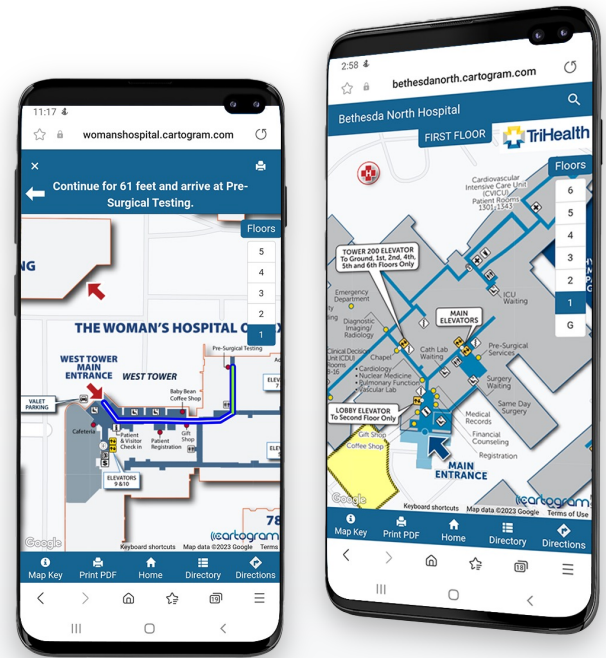
✓ Navigation & Integration

Cartogram's system takes patients from their homes to the correct parking lot, from the parking lot to the correct entrance, from the entrance to the correct floor, and then to their appointment. The solution can integrate into an existing app and support indoor and outdoor navigation through Epic's Connection Hub (formerly Epic App Orchard), within Epic MyChart. By implementing Cartogram's solutions, hospitals will decrease their missed appointments and improve patient experiences.



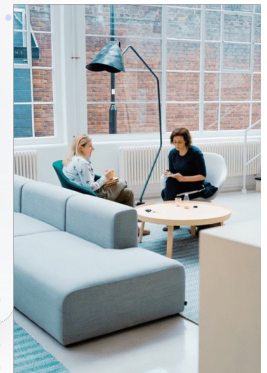
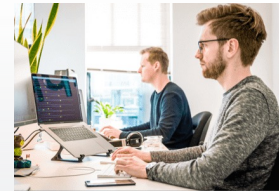
Conclusion

In conclusion, the issue of patients getting lost in hospitals can have significant consequences for both patients and healthcare institutions, resulting in lost revenue. When patients getting lost within hospital premises, they wander aimlessly and often miss their intended destination, causing missed appointments and compromised staff productivity. To address this issue, hospitals must implement wayfinding solutions like Cartogram. Cartogram's all-in-one wayfinding system provides users with seamless outdoor to indoor navigation on the web or through an app. With an interface similar to Google Maps, users have a level of familiarity and can utilize 24/7 wayfinding hotlines and an AI-powered chatbot to ensure that they can get where they need to go.



About

Founded in 2014, Cartogram started from the simple dream of never getting lost regardless of whether you're inside or outside. Our mission is to navigate anyone, from anywhere, to anywhere. For more information, visit www.cartogram.com or connect with Cartogram on LinkedIn.



Endnotes

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