

Using pictorial guide to improve patient experience at SGH Block 3 SOC's

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Introduction

With the changing demographics of the patient pool in SGH, more and more patients come with multiple appointments with various disciplines, across multiple clinics. They often have to move around SGH to many service points, e.g. Department of Diagnostic Radiology(DDR), Clinical Laboratory, Specialist Outpatient Clinics(SOC) and Pharmacy, way finding thus poses a challenge for elderly patients, who may feel lost in the vast campus of SGH. When lost, they tend to approach staff in SOC for directions to other service points. However, with heavy patient loads, staff may only be able to give brief information as there are other patients waiting to be served. Directions given to them by staff may be confusing as there is no visual way of identifying landmarks along the way. Therefore, a simple pictorial map with logos of key landmarks was deemed the best way to serve as a way-finding guide to patients after gathering feedback from patients and staff.

Objectives

To provide a comprehensive and user friendly guide for staff to use when directing patients.

To reduce the time needed to explain directions to patients

To reduce time needed by patients to get to other service points in Block 3 (DDR, Lab etc)

Methodology

The map was given out to patients when they approach staff for directions and queries so that it would be easier for them to make their way around independently.

Meetings and feedback sessions were held to review the process and to make the pictorial guide more user friendly for patients to understand.

Survey was conducted to see if patients found the map useful and if there were any additional information they would like to see on the map.

Results

Before



Patient often seek clarifications on directions given by staff



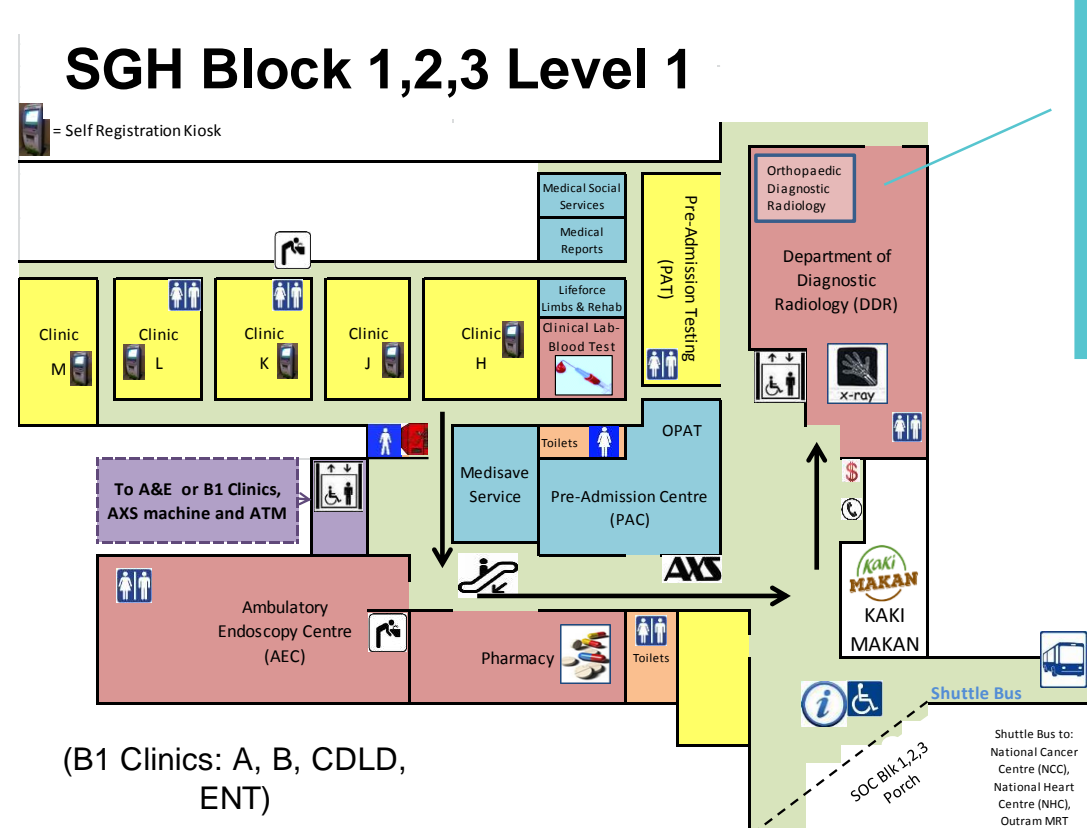
Staff have to physically guide patients to locations if patients are still confused

Verbal instructions are given to patients when they ask for directions, however, there is often confusion and more time will be needed to clarify directions to ensure that patient knows the way .

Staff will try to describe the key landmarks along the way. However, without any visual reference, elderly patients often are not able to remember or find their way around after leaving the counter.

Patients who are lost often end up being late for their appointments and as a result, will have to wait longer for their consultation.

After



Map that is given out to patient includes information for key amenities and space for staff to draw the path for patients to visualize the way.



Staff can point out key landmarks along route that patient can look out for

Based on feedback from patient and staff, the map created included locations of key amenities e.g. AXS payment machines, toilets and lifts.

Staff would draw out the route and highlight key landmarks along the way and patient will be able to take the copy of the map to aid in their way-finding.

This has reduced the time needed to clarify directions and the visual aid allows patients to keep a lookout for landmarks that they would need to pass in order to reach their destination.

This allow patients to have a visual reference when making their way to their destination.

Conclusion

By giving out the map, patients feel more assured locating service points in Block 3, staff also need not repeat their instructions to patients. This translate to a better experience for both patient and staff, as staff need not repeatedly clarify instructions given and thus are able to serve more patients overall. Patients also feedback that a map will help them get around SGH more easily without having to trouble staff, especially when they see that the staff are busy.

Elderly patients are also able to become more familiar with visual landmarks around SGH, which will empower them to move around the campus more independently.

Future Possibilities

As we aim to empower patients through the use of digital technology, smart maps can be incorporated into the applications and devices that patients are using for their medical appointments. This can be further realised as an enhanced feature for scheduling appointments, whereby the directional path to be taken is immediately routed upon mobile registration with a smart phone. Given the push towards a Smart Nation and an increasingly digital savvy population, we can empower patients to be more independent and confident when seeking treatment at SGH.