



Help Me Find My Way!

SingHealth

Singapore Healthcare Management 2023



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INTRODUCTION

There are 6 patient service points located at Level 1 of Sengkang Polyclinic namely: (1) Registration Counter, (2) Appointment Counter, (3) Payment Counter, (4) Pharmacy, (5) Referral Appointments Counter, (6) Payment/Appointment Kiosks. A series of interview sessions were conducted between mid May 2022 and June 2022 with 4 Sengkang Polyclinic patients with a mean age of 60 years old. During these sessions, the patients shared a common sentiment of feeling lost upon visiting these 6 service points at Level 1. They cited the limited physical space, crowding at entrance, visual signage clutterers and poor positioning of signposts as contributing factors.

OBJECTIVE

To address the factors which impedes patients' wayfinding at Level 1 of Sengkang Polyclinic.

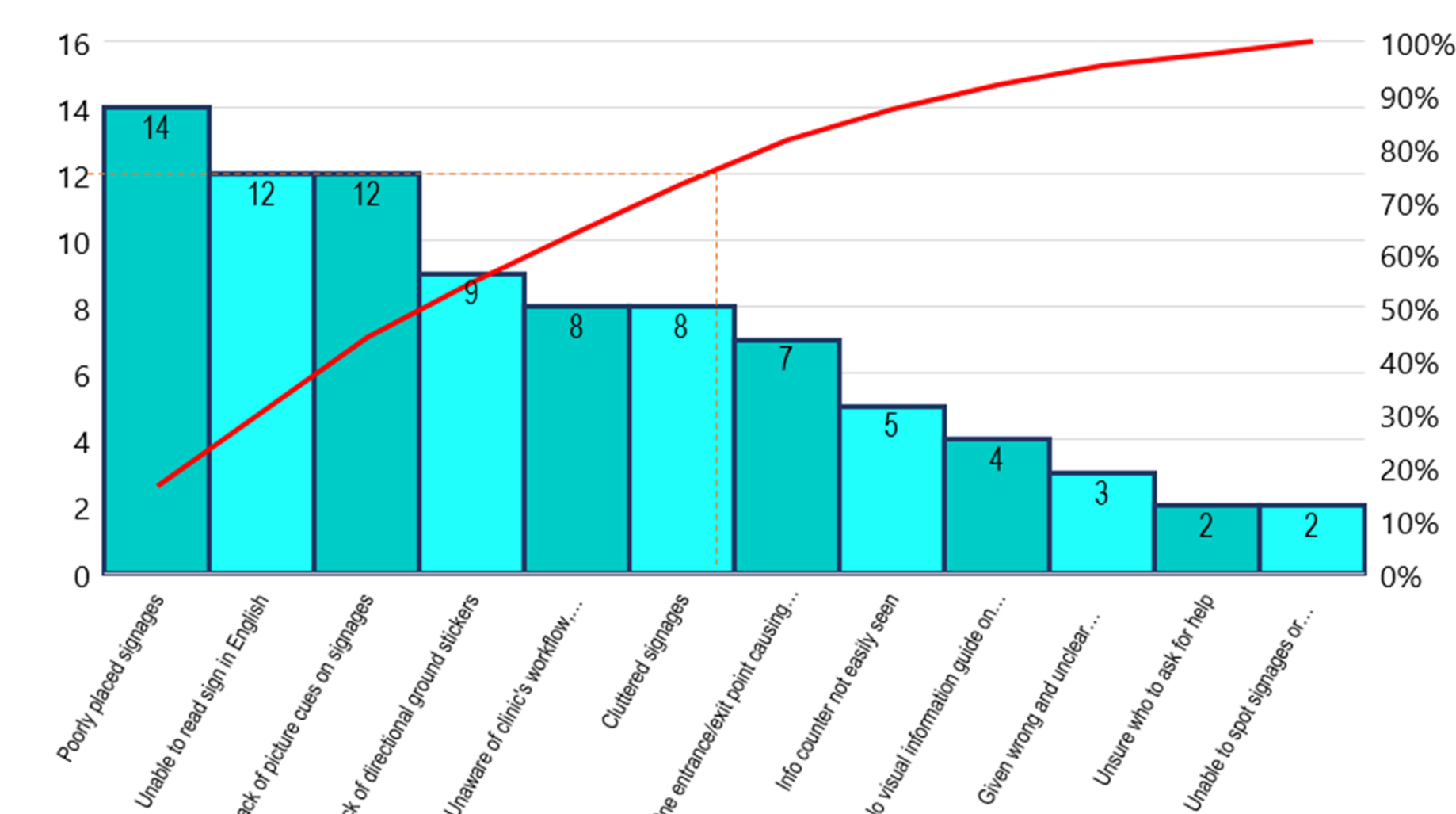
METHODOLOGY

A pre-intervention questionnaire was administered to 20 patients aged ≥ 60 years old, to gain insight on their views and satisfaction levels on the existing way finding tools i.e. directional signs, posters and standees, within Level 1 service points. The pre-intervention satisfaction rate with current wayfinding tools to level one was **40%**. A post-intervention survey was conducted post interventions. The team embarked on a series of 5 PDSA (Plan, Do, Study, Act) cycles to addresses the factors which impede wayfinding for patients 60 years old and above.

Figure 1: Pareto Chart

Analyses impeding factors of wayfinding for patients ≥ 60 years old.

Pareto Analysis: Factors that impede patients ≥ 60 years old in wayfinding



Top causes which impedes wayfinding:

- (1) Poorly placed signs
- (2) Not able to read signs in English
- (3) Lack of picture cues on signage
- (4) Lack of directional ground stickers
- (5) Patient is unaware of clinic's workflow, processes and service
- (6) Cluttered signage/posters

PDSA

PDSA 1
Problem: Poorly placed standees and signpost.

Before *After*

Before *After*

Intervention: Repositioned standees and signpost for better visibility upon entering Level 1 entrance.

PDSA 2
Problem: Patient was unable to read English signages. There was a lack of visual aid.

Before *After*

Intervention: Coloured signage with 4 languages and picture cue at Pharmacy counters were created with patients' suggestions.

PDSA 3
Problem: Lack of directional signage.

Before *After*

Intervention: Directional demarcation signage stickers were created at Level 1 Entrance to direct patients to kiosk machine

PDSA 4
Problem: Patient was uncertain of the available services at Level 1.

Services at Level 1' poster placed at lift lobby

Intervention: Visual aid 'Services at Level 1' poster with 4 languages and picture cues was created. It informs patients of the services available at Level 1. Posters are strategically placed at Level 2 and Level 3 Lift Lobbies.

PDSA 5
Problem: Cluttered posters at Level 1.

Before *After*

Intervention: Unnecessary posters were removed to reduce visual clutter.

Outcomes

95% of patients felt that the removal of information standees at level 1 is helpful.

95% of patients found that the repositioning of the kiosk signpost at Level 1 was helpful for better visibility.

95% of patients found that the coloured (Green) Pharmacy signage with 4 languages and picture cue was helpful.

90% of patients found that the demarcation of entry point to kiosks at Level 1 Entrance with ground sticker was helpful.

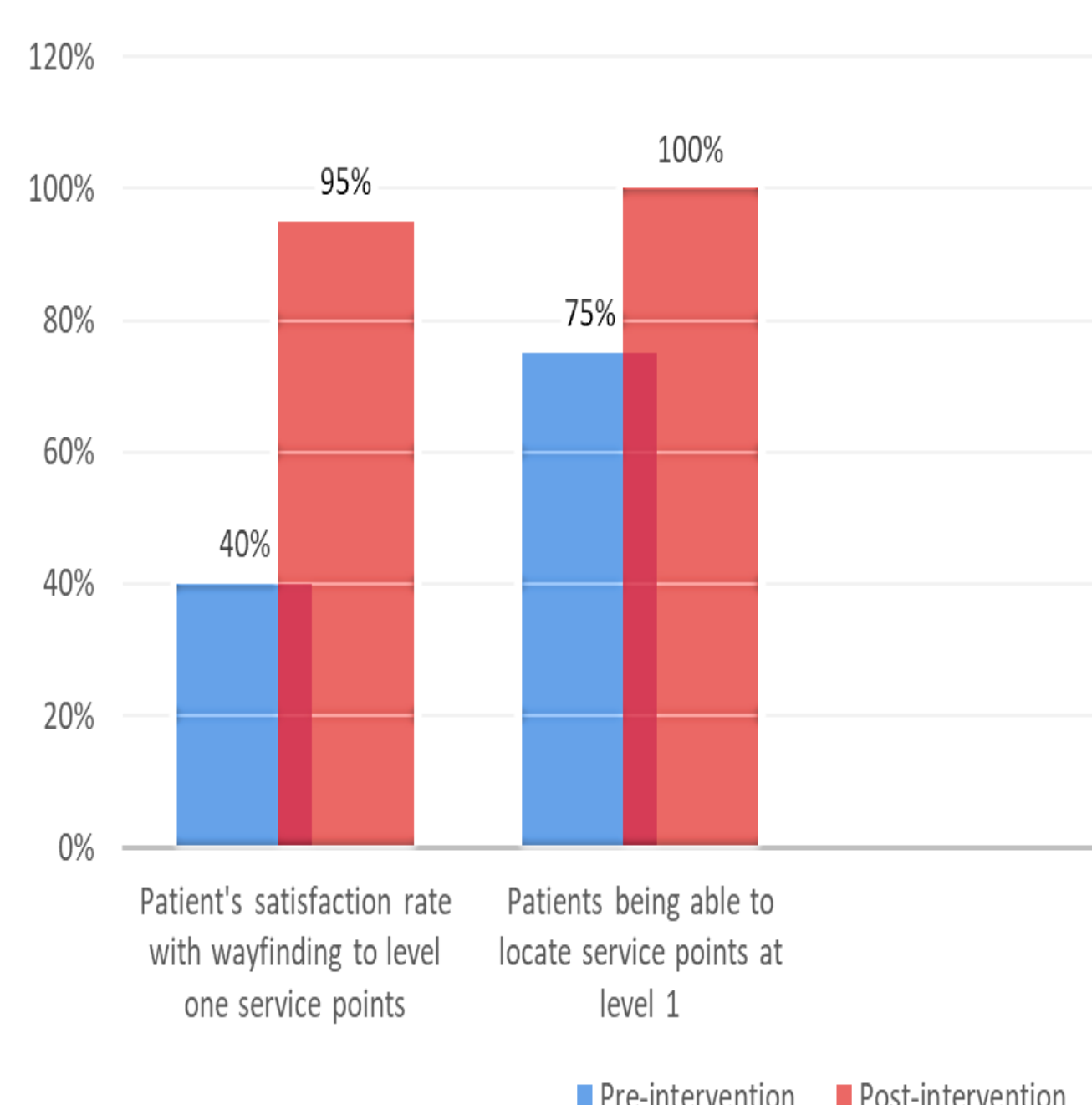
100% of patients felt that the coloured 'Services at Level 1' poster was helpful and informative in guiding them to navigate. The 4 languages and picture cues were especially helpful.

90% of the patients found that the decluttering of posters at Level 1 was helpful.

RESULTS

- **95%** of patients ≥ 60 years old of age were satisfied with the wayfinding at Sengkang Polyclinic Level 1 as compared to 40% in the pre-intervention survey.
- **100%** of patients were able to locate the designated service points at Level 1 as compared to 75% in the pre-intervention survey.
- **90% to 95%** of patients were satisfied with the following interventions:
 - Removal of information standee
 - Repositioning of kiosk signpost
 - Coloured pharmacy signage with 4 languages and picture cue
 - Directional signage sticker
 - 'Services at Level 1' poster at Level 2 and Level 3 lift lobbies
 - Removal of unnecessary posters
- **100%** of patients were satisfied with the 'Services at Level 1' poster.

Figure 2: Pre and post-intervention survey results



CONCLUSIONS

It is imperative to seek patients' perspectives and co-create improved systems and designs in enhancing healthcare management and patient experience. The addition of visual cue elements, 4 languages on wayfinding tools, coloured and strategic placement of signposts has enabled and empowered more patients to navigate their way within the clinic more effectively.

Continued discussions with team members and patients allowed practical and cost-effective interventions. Coloured posters with visual cues and 4 languages for wayfinding may be created and applied in other areas within the polyclinic. The current interventions will be reviewed by the Team every 3 months for further improvements.

Standardisation of wayfinding posters may be extended across all SingHealth Polyclinics.