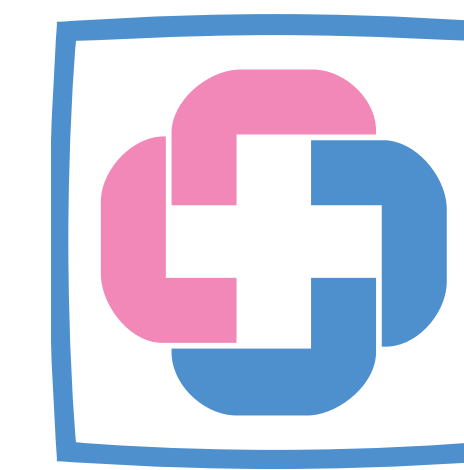




Enhancing Patient Experience At Outpatient Pharmacy With Visual Cue

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KK Women's and Children's Hospital
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Background

At KKH Outpatient Pharmacy (OP), we often have patients and visitors feeling “lost”, asking for directions and having difficulties locating the triage and cashier counters. “Floor-Footprints” to guide patients were previously introduced to reduce patients’ confusion, feeling of “lost” and time to locate service counters and the result was encouraging. Signage can be heuristic, self-explanatory and engaging.

Problem Description

Before 2013...



In OP, Patient often felt lost and need help in locating the triage, cashier counters, and items on the retail shelves.

OVER HERE !



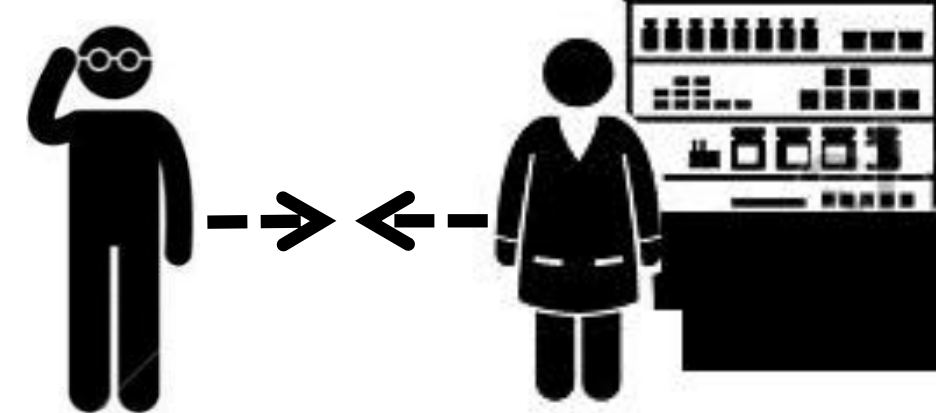
Frequently, pharmacy staff need to spend extra time and effort to guide the lost patients to the correct locations.

Interim Development

In 2013...



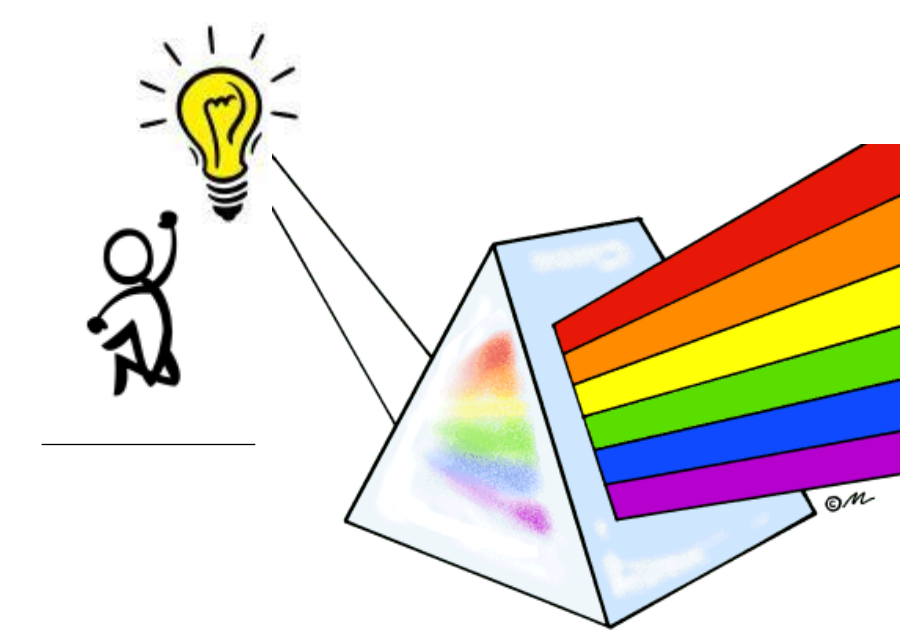
In 2013, Floor footprints were implemented.



Patients took half the time and effort to locate the counters and retail shelves.

This simple signage initiative was not only effective and efficient, it brought delights to both patients and staff.

In 2014...



Hence the footprint gave rise to many ideas for the OP renovation plan.

We explored the use of visual management elements, such as using colours, sizes and commonly-used shapes that can help give quick recognition, display of the intentions, communication and guidance, both clearly and visibly.

Aim(s)

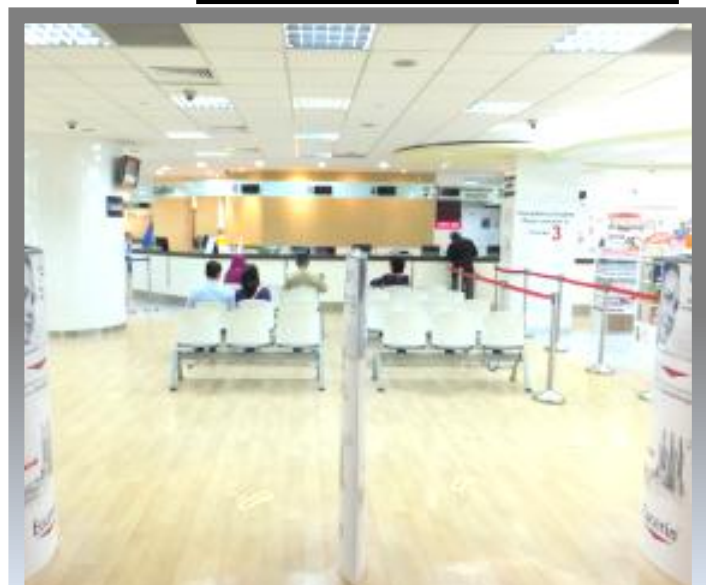
In 2014 renovation design of OP was carefully planned with the aim to reconfigure and remodel OP to create a seamless and coordinated patient flow with better counter orientation. We aimed to increase patient satisfaction in way finding, and staff satisfaction by reducing interruptions by patients when they are “lost”.

Methodology

Pictorial signage, such as directional floor markings, were used extensively. Standardized and contrasting colour schemes for counters and merchandise shelves were introduced to enhance patients’ and visitors’ experience

Renovation

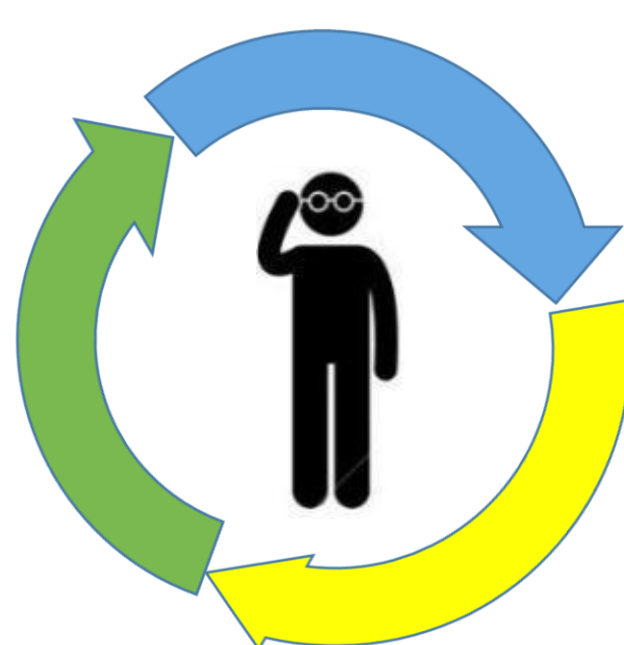
OLD COUNTERS



NEW COUNTERS



Designs Revolve Around Our Patients



OLD RETAIL SHELVES



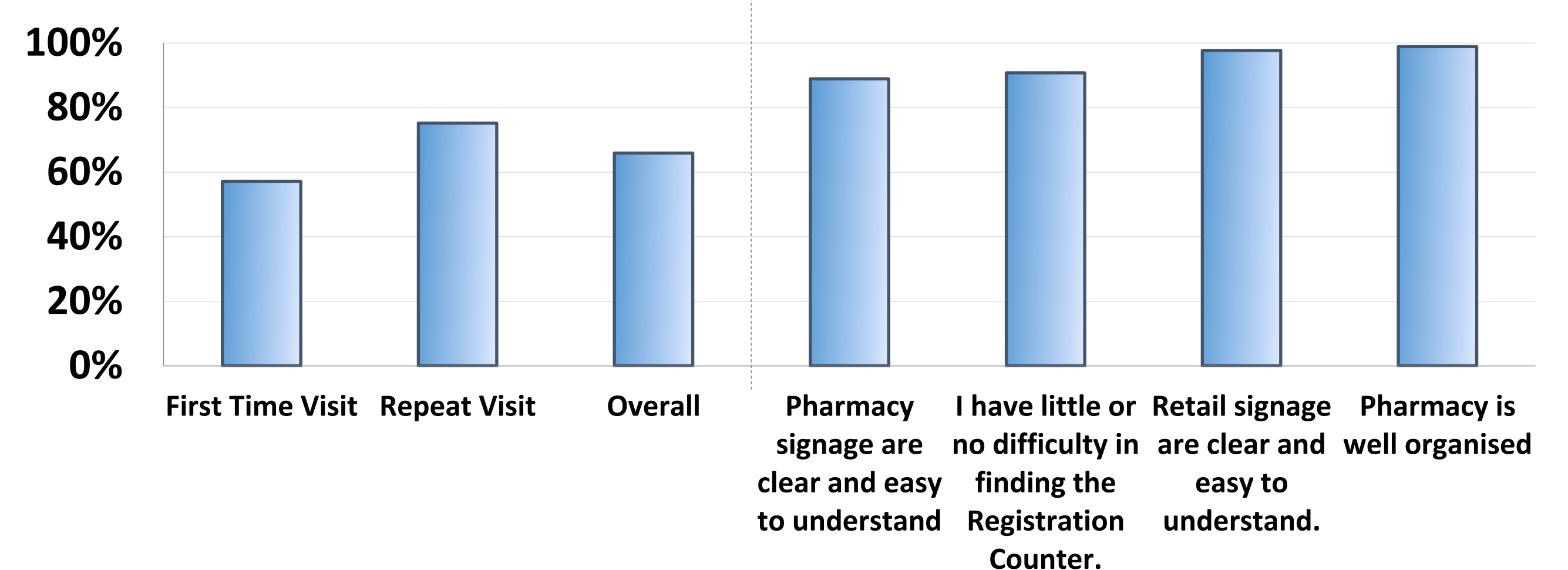
NEW RETAIL SHELVES



Results

Percentage of Respondents Rated Score 4 and above

(1-Very Poor to 6-Excellence, Cronbach's $\alpha=0.69$)



After renovation, 250 OP patients and visitors were randomly surveyed on their experience and feedback on the signage, colour schemes of counters and merchandise shelves. 5 questions, 6-points Likert scale was used in the survey.

Results illustrated that majority of our patients and visitors are satisfied with OP's new look, felt that is well organised and have no difficulty in locating the counters.

Conclusion

Visual enhancements, with the use of pictorial signage, translated to better patients’ and visitors’ satisfaction; the service-points are easily located, help save time and improve accuracy. Staff survey also showed there were lesser distractions which may help to translate to better patient safety.