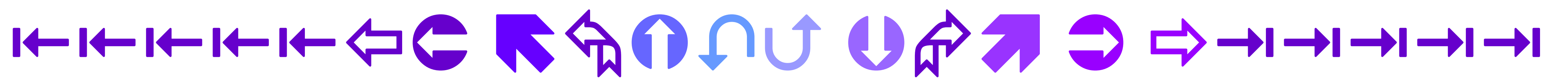




SGH Internal Way-finding Project



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Desmond Peter Khoo
Ong Jie Yi
Hong Xiaowen



Singapore General Hospital
SingHealth

Background

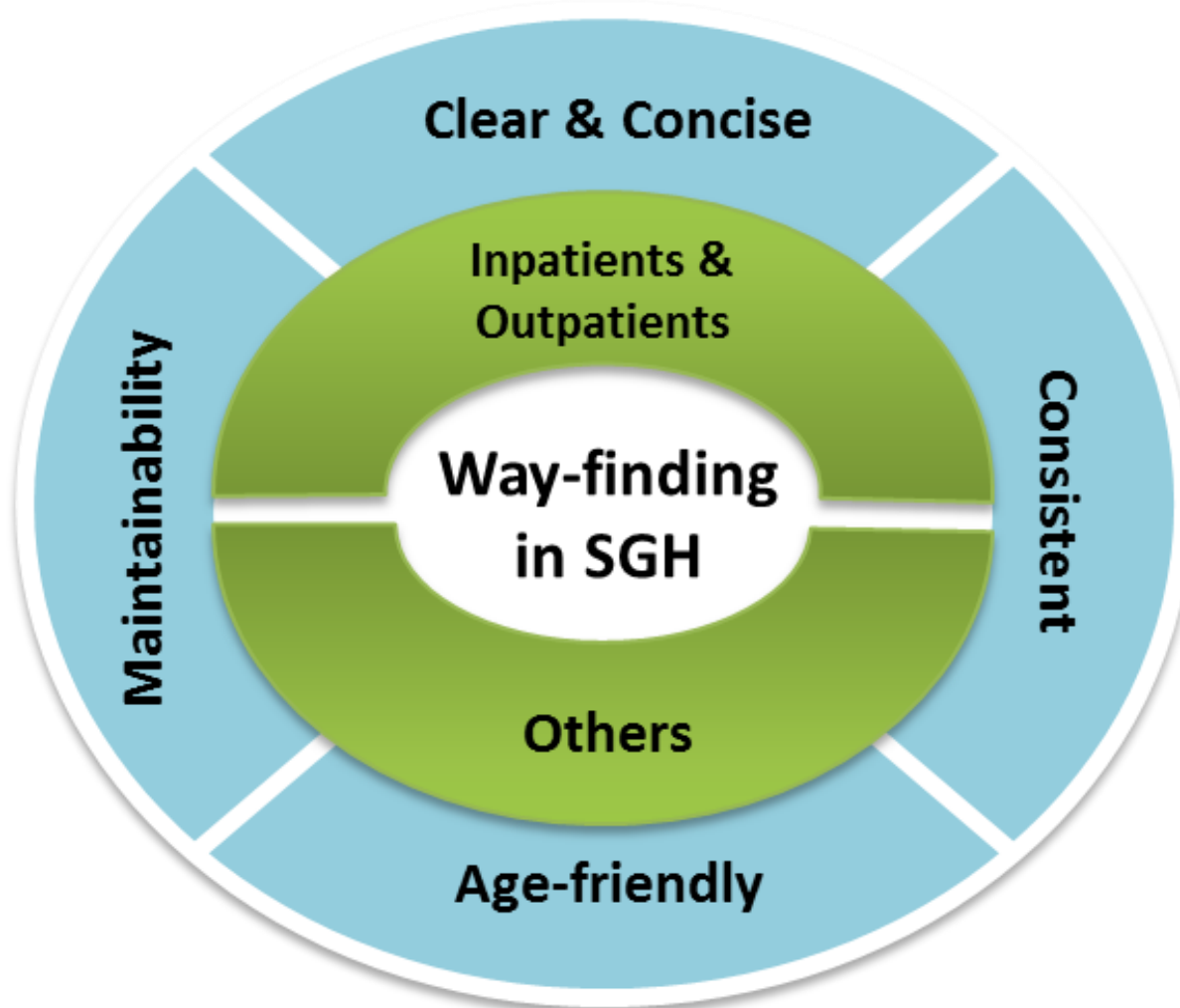
About 30,000 people visit SGH each day, of which 40% of the patients are above 50 years old. It is therefore important to improve their way-finding experience by creating a hassle free and age-friendly environment.

The current signages need improvements to address flaws such as inconsistent usage of terminology, absence of signages at decision points, cluttered signages, poor visibility and use of inconsistent fonts. In addition, the current signages do not take into consideration the need of our aging population to help facilitate an easy and efficient navigation to their desired point while reducing stress.

Aim

A good way-finding system is underpinned by clear signage principles and a unified signage design. Hence our aim was to :

- To improve the patient and visitor experience by creating a hassle free and age friendly environment
- To design guidelines for an effective way-finding plan for SGH



Methodology

The current SGH Blocks are interlocked and services are scattered throughout, it makes way-finding challenging for many patients and visitors.

SGH way-finding methodology is to break-down the steps of way-finding into simpler components by directing to blocks first, then to the specific clinic/centers within the block.

- At the entrances of each Block, General Identifiers are used to inform users of the block they have arrive at.
- Primary Flow Signs, mainly ceiling hung, are to direct patients and visitors to their specific clinics/services and even to blocks should they end up at the wrong location.
- Directories are strategically placed at junctions and entrances to the building to orientate visitors who may be lost.
- Secondary Signs can be found on walls or pillars to reinforce common services such as Emergency, SOC, wards. These signs are also located at the gantries to highlight the services accessible via lifts.
- Destination Signs displayed at the location itself helps to add conformation to users that they are at the correct destination (e.g. Specialist Outpatient Clinic)

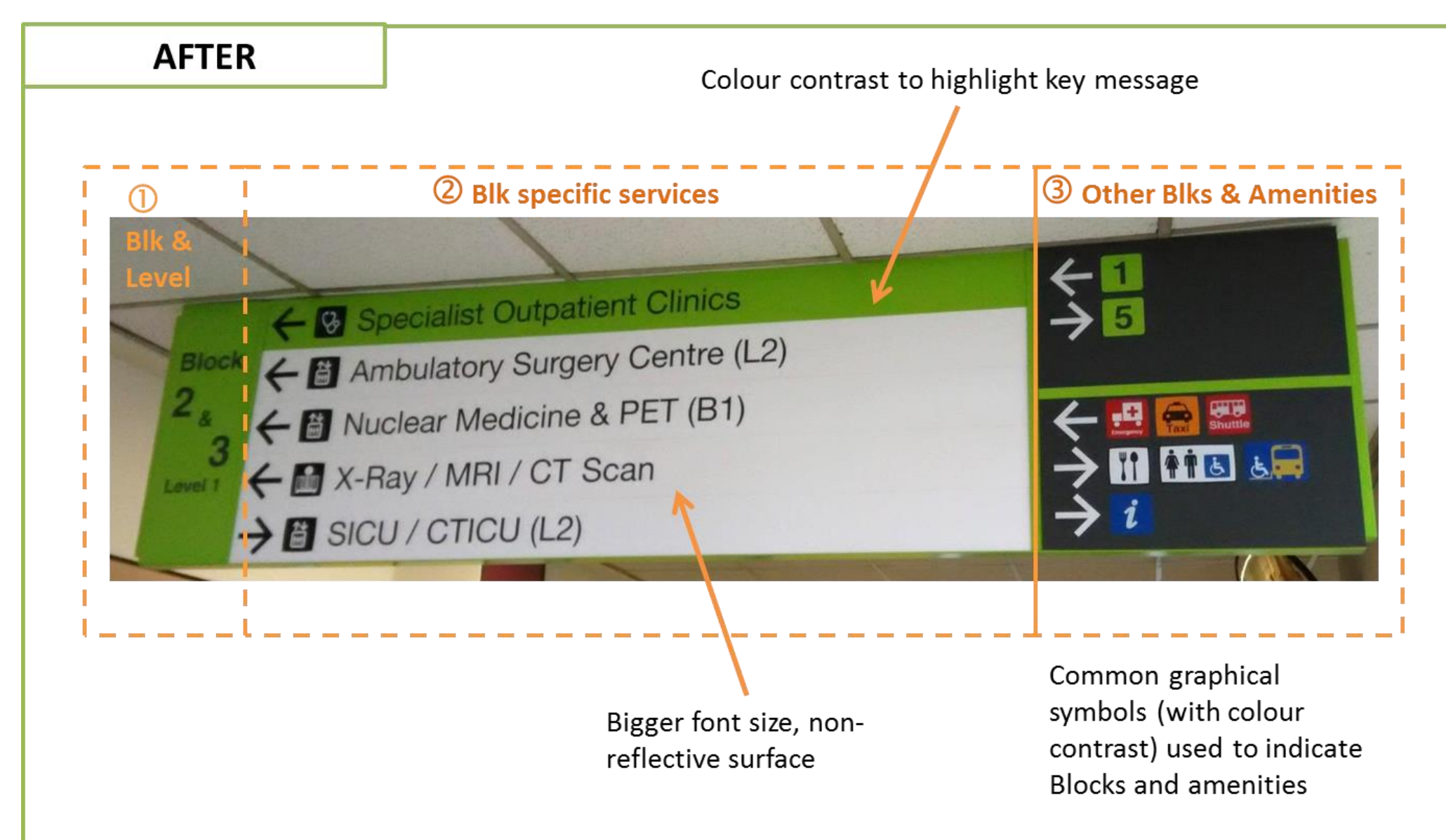
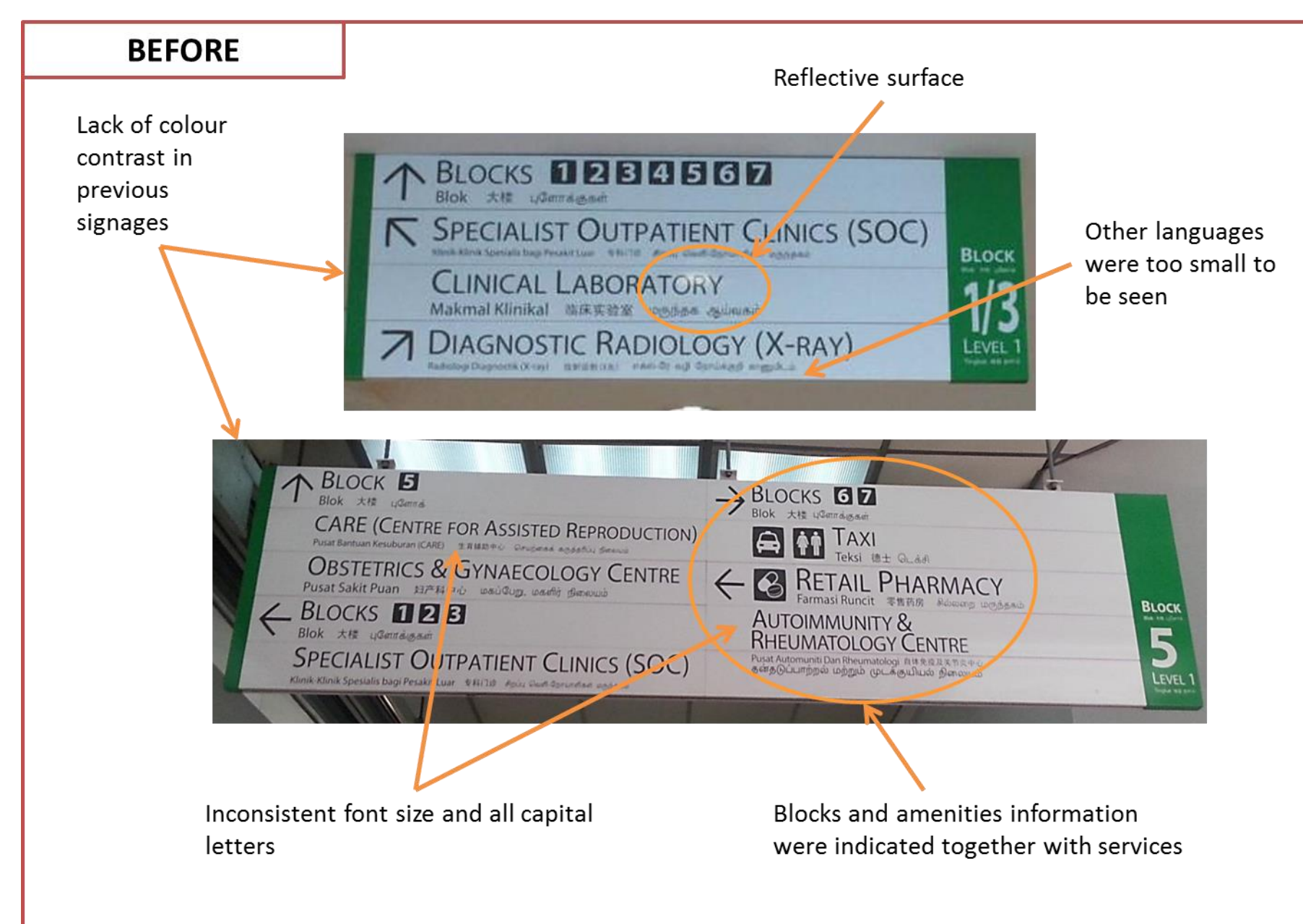


In addition, we also incorporated recommendations from SingHealth Age-friendly Design Guidelines, such as non-glossy finish, no capital letters, Helvetica font type and bigger font.

Results

The comparison of the old and new signages are as shown in the BEFORE and AFTER photos below.

- The new design categorizes the information and makes it easier for users to process the information. The signage display the information in 3 sections; (1) Block and level you are at, (2) Directions to Block-specific services, (3) Directions to other Blocks and amenities.



- The new signages are clearer and larger, with the font size increased and font type used that embodies the concept of supporting the reading process for users. Colours were used to highlight the importance of key messages and for better contrast. The signages also have non-reflective surface and arrows on every row for ease of reading and processing the information.
- The layout of signage is consistent throughout all the signs and terminology adopted is concise and easily comprehensible by users.
- Graphical symbols that users of different ages can relate to were adopted. This also prevent signages being cluttered with information.
- Placement of signages were also reviewed and put up at strategic locations such as decision points/junctions, turning points, entrances to lifts, lobbies, etc. Hence, the way-finding flow is not disrupted but continuous in its placement approach to assist users to reaffirm their location and destination no matter which part of their block they are situated.

Conclusion

For many patients, caregivers, NOKs, a visit to the hospital can be a complex and emotional journey. Being age-friendly is more than just elderly friendly. By adopting our way-finding methodology, we have helped to reduce anxiety and meet the needs of the elderly and even those with poor visions.

Caregivers and NOKs accompanying their loved one are also able to quickly move around efficiently without any hassle.

The new way-finding strategy adopted by the team has achieved its objectives of creating a good way-finding system by having clear signage principles and a unified design that meets the needs of all ages navigating through SGH.