

The Real Cost of Lost Patients

How Digital Wayfinding
Saves Time, Money and Frustration



The Real Cost of Lost Patients

Anxiety Creates Confusion

Going to a healthcare facility can be an anxious experience for just about anyone. Combine that with the many departments and floors at your hospital and the chances of a patient or visitor getting lost are very high.

Hundreds of thousands of verbal directions are given each year at a healthcare facility. And the implications can be costly in more ways than one.

Combining digital wayfinding with your current static wayfinding creates a visually stimulating and informative system to solve these problems.

800,000
verbal directions
are given each year in
the average 1 million
square foot medical
center.¹



The Real Cost of Lost Patients

Lost Patients Ask Staff for Directions

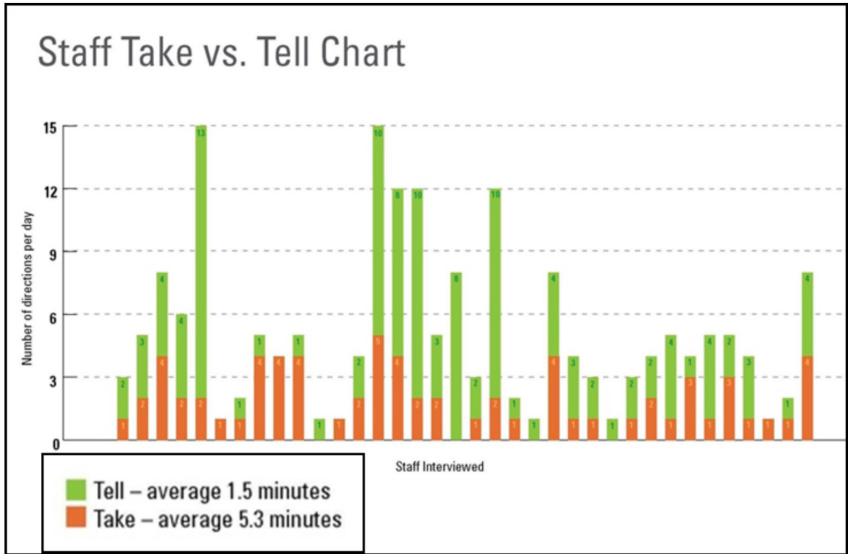
Patients and visitors who get lost stop staff in the hallways, in waiting rooms and even at nurse stations to ask directions. While every interaction with patients and visitors is a chance to positively enhance their experience, this wastes your staff's valuable time.

On average, staff took 1.5 minutes to tell directions and 5.3 minutes to actually take the lost person to where they needed to go. In a survey conducted by Ex;it, they found that a staff member can spend up to 40 hours a year giving directions.

Multiply that by the cost of the staff member's time, and again by the number of staff members, and you can see what a cost savings digital wayfinding can be.

40 hours
per year

average number of hours
staff members spent giving
directions²



The Real Cost of Lost Patients

Staff members get lost, too.

While they may be very familiar with their own department, when staff need to interact with other departments or doctors they can get lost, too. And that can lead to them not reaching important destinations in a timely manner.

According to Mark VanderKlipp in "Sign of the Times Medical Construction and Design, a quarter of hospital staff members cannot find some destinations within their own campus.

By using their mobile device, doctors, nurses and other staff members can navigate around the hospital without ever needing to find a sign or wayfinding kiosk.

25%

of staff members cannot find some destinations within their own campus.³

Mobile wayfinding keeps them moving.



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Lost patients can affect surveys.

With part of reimbursements being tied to patient satisfaction, how your patients perceive their treatment starts at your front door. When a patient can easily get where they are going, it sets the stage for a positive experience.

Visitors opinions are just as important. With reviews readily available through internet searches and social media, high marks are more important than ever.

Digital wayfinding kiosks at each of your main entrances get your patients and visitors off to the right start.

Over **30%**
of first time visitors
reported confusion.⁴



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Lost patients affect appointment schedules and perceived wait times.

Lost patients take longer to get to their appointments increasing their chances of being late. On-time patients may be taken in before these late patients making the wait time seem longer than if they were on time.

In addition, staff can be left idle while waiting for a patient that is wandering around your healthcare facility. They may be running so late that their appointment needs to be rescheduled adding further frustration for the patient. Schedules run more smoothly when everyone is on time.

40%
of hospitals reported
**idle staff while
waiting for late
patients.⁵**



The Real Cost of Lost Patients

A large medical campus can be especially challenging.

Multi-building hospital campuses are even more overwhelming to patients and visitors. They need to be able to find the appropriate building first, navigate to it and then navigate within it.

Digital wayfinding helps to pinpoint the correct building by searching for doctor, department or amenity.

22 Miles wayfinding software makes it easy to map not just your hospital, but all locations including your medical office buildings and remote locations.

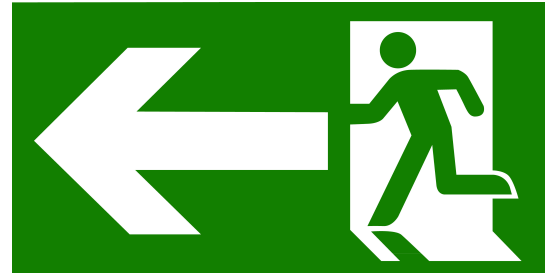
500 acres
Size of the average
hospital medical
complex.



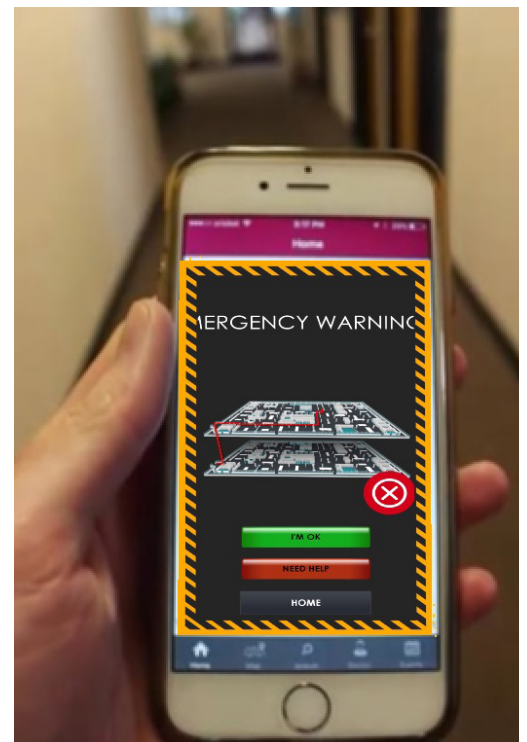
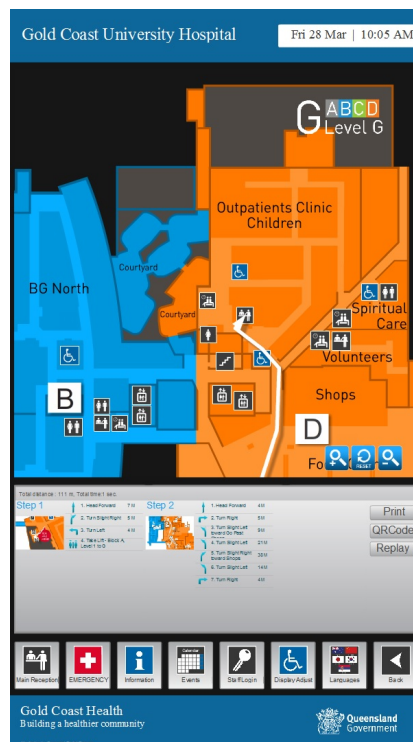
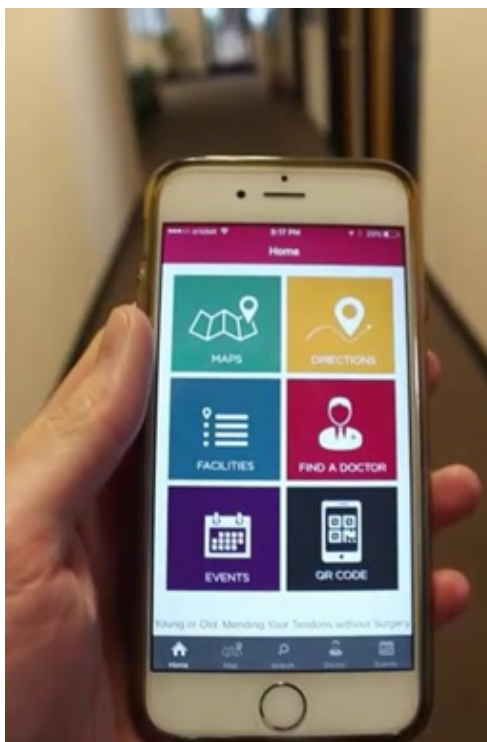
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Sometimes getting out is as important as getting around.

When an emergency requires a quick exit, lowering confusion is imperative. Wayfinding instructions can be automatically sent to digital displays throughout the building and onto mobile devices being used for wayfinding.



Blue-dot beacon wayfinding can even pinpoint where a mobile user is if they need help.



The Solution to Lost Patients

22 Miles Digital Wayfinding and Mobile Wayfinding Complete Solution

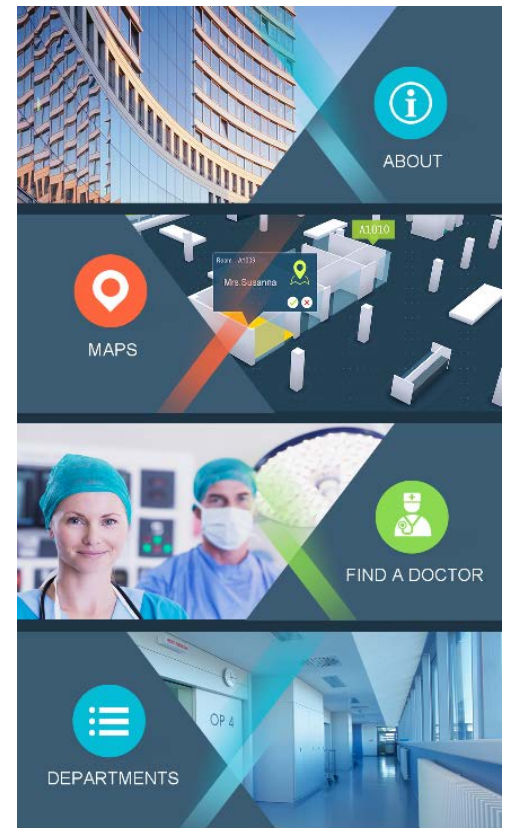
Combining 22 Miles digital and mobile wayfinding with your current static wayfinding creates a visually stimulating and informative system that saves time, money and frustration.

To see a demonstration of 22 Miles' wayfinding software and other digital signage solutions contact:

sales@mail.22miles.com

877.566.6789

www.22miles.com



Footnotes:

1, 2 Ex;it, ExploreExit.com

3, 4, 5 Mark VanderKlipp "Sign of the Times" Medical Construction and Design