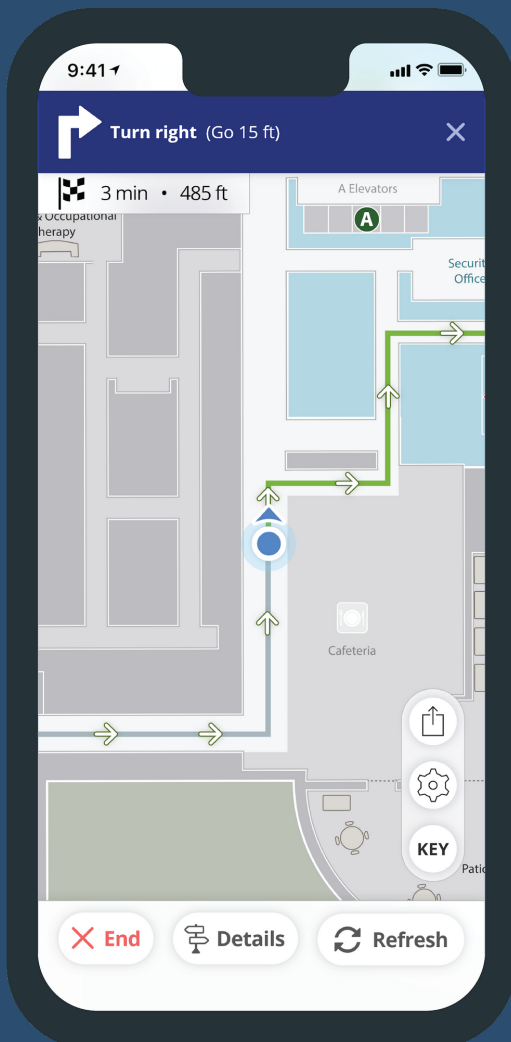


# DIGITAL WAYFINDING SOLUTIONS

## FOR AUSTRALIAN HOSPITALS

When a patient or visitor arrives on site, they're looking for the easiest, quickest and safest route to their destination. By providing information to them in a format they find useful you can remove many of the stresses of visiting a hospital, as well as providing opportunities to communicate to them without interrupting hospital staff.



### **Log their starting point**

Make it easy for patients to return to their original starting point, such as a carpark spot, by logging this location

### **Directions**

Provide step by step directions on arrival at the facility via multiple channels such as mobile or web browser

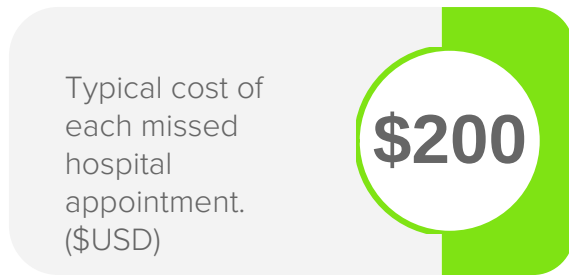
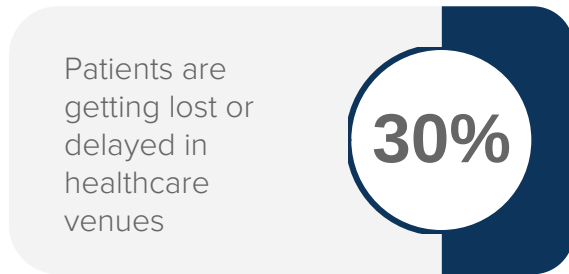
### **Location-based information**

Use their location to provide useful or important information on other services available in their location within the hospital

### **Alerts**

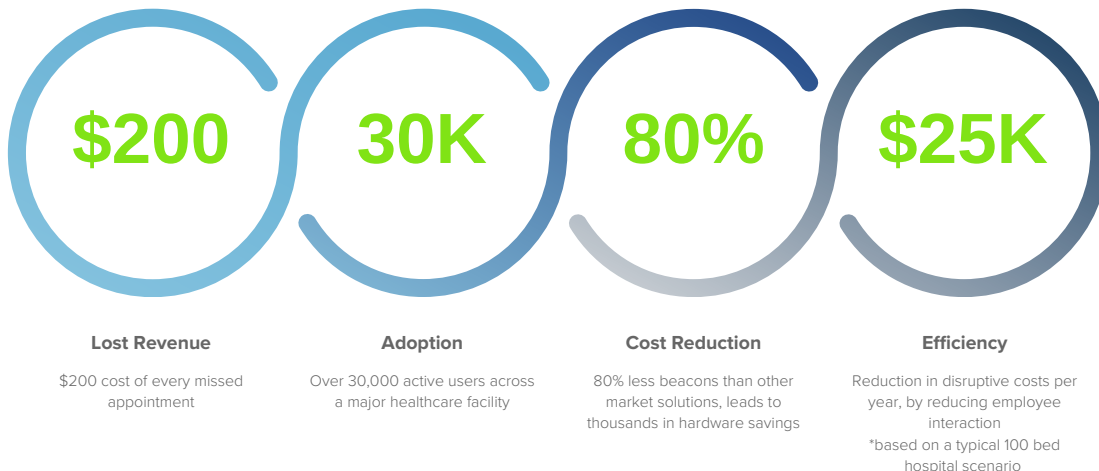
Let them know if they have arrived successfully, gone off track or if there is a requirement to alter their route due to other circumstances

## THE NEED FOR CHANGE



## THE PERFECT TREATMENT

Vertel's digital wayfinding solution powered by Purple allows staff and patients to quickly and efficiently navigate indoor and outdoor healthcare facilities using blue dot navigation with an accuracy of about 1 metre and specific turn-by-turn directions. Our wayfinding mobile app includes route planning, location-based messaging, and incident reporting using a hybrid technology of Bluetooth low energy beacons, WiFi, and geomagnetic positioning. This hybrid approach means a significantly simpler operational environment, creating a more cost-effective but highly accurate solution with a seamless transition between floors and buildings, to ensure the hospital is providing a leading-edge service, staff are more efficient with their time and patients have an enhanced experience.



# A BUSINESS CASE:

## Challenges and Objectives

- Collect key feedback to ensure satisfaction and safety
- Understand behavior & ensure outgoing messaging is relevant
- Analyze key drivers for visits to A&E to reduce wait times
- Drive visitors to use online services and promote health drives

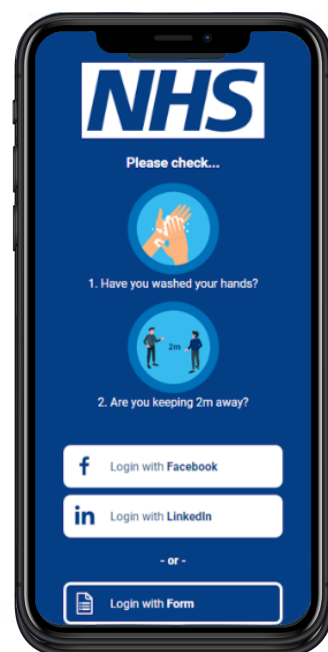
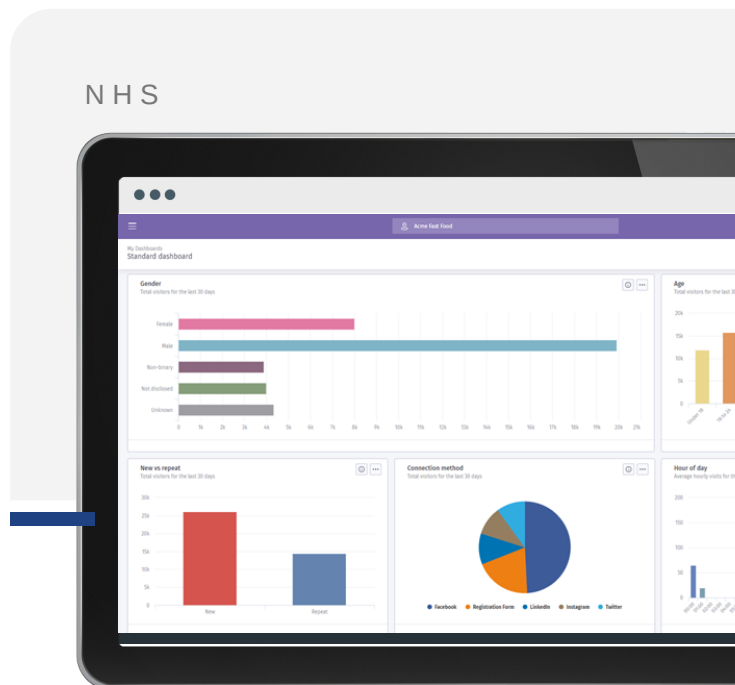
## The Solution

- Engaged, consistent and secure portal
- Actionable insight based on behavior and patient feedback
- Targeted communications program
- 

## The Results

- **Currently used by 34 NHS Trusts in the UK**
- **Over 760,000 patient logins and counting**

# NHS TRUSTS UK



# A BUSINESS CASE:

Summa Health is a healthcare delivery system in Northeast Ohio, providing comprehensive emergency, acute, critical, outpatient and long-term/home care.

## Challenges and Objectives

- Complicated buildings and evolving layout
- Multiple parking stations and entrances
- The need to increase patient experience

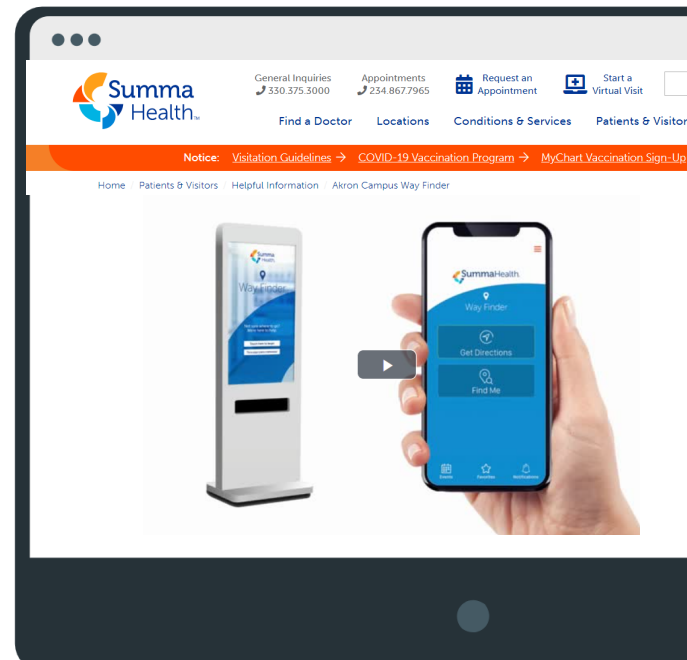
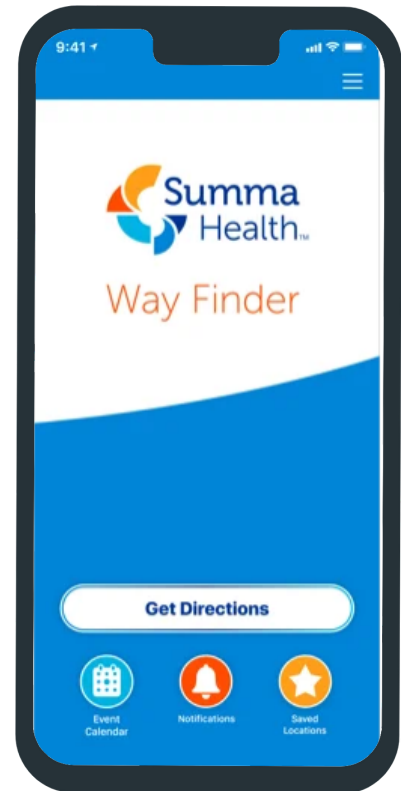
## The Solution

- Wayfinding (web and mobile version)
- Kiosks at key building locations
- The launch of Summa Health Way Finder

## The Result

- Patient-focused navigations
- 1,000's of app downloads
- 5 stars on Apple marketplace

# SUMMA HEALTH US





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