Mobile wayfinding is quickly becoming a patient experience litmus test for many healthcare systems. The innovative technology meets an expressed need of patients and visitors looking for location-based services and amenities and immediately differentiates hospital systems from their competitors. An exceptional mobile wayfinding user experience is also a direct reflection of the clinical excellence patients can expect and the quality of care they will receive at your hospital.

But not all mobile wayfinding technologies are alike. Gozio’s expertise in working with the challenges of wayfinding in adult, university and children’s hospitals, specialty centers and clinics have been put to the test. We’ve created our “12 Tips to Hospital Mobile Wayfinding Success” to share with you our lessons learned. Follow these recommendations to guide your team and develop a best in class mobile wayfinding platform.

1. **Wayfinding accuracy.** Make sure the wayfinding technology is accurate indoors to at least six feet and can also accurately locate a patient indoors. Many wayfinding solutions require a patient to tell them where they are in the hospital before it can take them to their destination. This frustrates patients because they are often lost and have no idea where they are.
2. **What is the typical patient journey?** Understand how your hospital space is designed to get people in the door and to their destination. Mobile wayfinding can accurately guide your patients with step-by-step directions, but many patient journeys are unique. Does a patient need to stop at registration before getting an MRI? It is important to conduct facility walkthroughs and consult with your staff on wayfinding challenges to best direct each patient to their destination.

3. **Parking** is always an “aha” moment. Your mobile wayfinding platform must be able to direct patients to the correct parking area, remember exactly where they parked and guide them back to their car as they complete their visit.

4. **Turnkey technology.** Select a partner that delivers navigation technology hardware and software and is not dependent on other vendor solutions. Make sure your partner develops, installs and maintains your mobile wayfinding platform. This lifts a huge burden from your IT staff and supports your team with a platform that remains accurate and dynamic to your organization’s long-term needs.

5. **Wayfinding is the hook** that compels a visitor to install your app, but what are the additional features that drive retention and reuse? Some features that we’ve found do this well are physician directories, appointment scheduling, access to medical records, Virtual Visits, and Save My Spot for urgent care centers. This leads us to...

6. **One app to rule them all.** A mobile wayfinding app can be the gateway to all your mobile communications. Selecting a wayfinding platform with agile development allows you to seamlessly integrate other technology solutions into one location. You save your patients’ time and decrease confusion when they only need to download one app with access to multiple functions.

7. **Select a project manager** to oversee your mobile wayfinding implementation process. Most likely your hospital will need input from a cross-functional team when selecting features for your wayfinding platform. A project manager helps define and prioritize your
organization’s pain points with wayfinding and keeps site of the goals your new mobile wayfinding platform will accomplish.

8. **Strategic goals.** Make sure your mobile strategy goals are in line with your organizational goals and will have a positive impact on the hospital’s bottom line.

9. **Content management.** A mobile app that understands where you are is very dynamic by nature. You want to make sure that your content manager is too. It should provide a single point for managing all the places and things in your app. Your content strategy should allow you to easily integrate with existing databases and feeds, things that are dynamic, like wait-times, and data that is stored somewhere else like physicians. This reduces, and in most cases, completely eliminates duplication of effort in terms of data maintenance and provides users the dynamic ‘live’ experience they expect.

10. **Data and more data.** The power of analytics cannot be underestimated. User information, from what app features are most popular to how patients are navigating through the hospital, provides valuable insight for your marketing and patient experience teams. Real time analytics allows you to make improvements in real time and continually improve upon user experience.

11. **Marketing. Marketing. Marketing.** Remember the cross functional team we mentioned in #7? Your marketing department is an essential voice at the table during development and is integral to owning the launch and adoption of the app. Your wayfinding app is a powerful marketing tool, and its success depends on getting it in the hands of patients and staff.

12. **Staff engagement.** Involving staff early in the development of your wayfinding app creates a sense of local ownership, shows the benefits it will bring to patients and employees, and generates excitement. Your engaged employees will champion the app and promote it to patients.

---

Get started with your hospital branded mobile app
Please visit goziohealth.com
info@goziohealth.com | 772 444 6946