

# [M109] The Hospital Maze - Wayfinding through Design



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## WARM UP

### Audience Poll:

#### **1. WAYFINDING IS MORE THAN ADDING SIGNS**

sound hospital planning is where it starts

#### **2. THE HUMAN PERSPECTIVE**

generational gap, cultural differences, technology

#### **3. REAL TIME EXPERIENCE**

(from the “trenches”)

### FEEDBACK FROM AUDIENCE:

Tell us your story, Q and A

# Has wayfinding gotten better or worse in hospitals?

- Better
- Worse
- No significant change

# Why is wayfinding so difficult to get right?

- Cannot fix planning problems.
- Existing conditions have limitations.
- It's a personal perception issue.

# Is signage the best solution to the wayfinding problem?

- It needs to be combined with technology.
- It needs to be combined with architectural solutions.
- It can be a good solution.

# **Are technology apps the best solution to the wayfinding problem?**

- For some people they are a good solution.
- It is not the only solution.
- It should be a solution for the future.

# What is the most important architectural solution to wayfinding?

- Planning that allows intuitive wayfinding.
- Focal points and Key points
- Color branding
- Images branding
- Distinct and visible signs

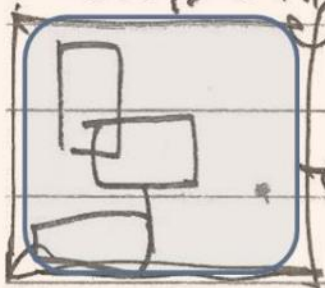


# WAYFINDING: MORE THAN ADDING SIGNS



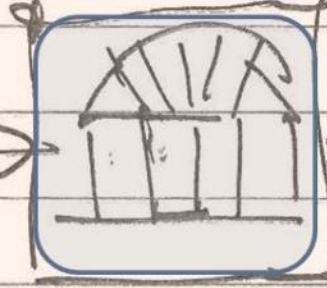


BUDGS COMPOSITION



- THINK
- FLOWS

ENTRANCES



- HIERARCHY
- VISIBILITY

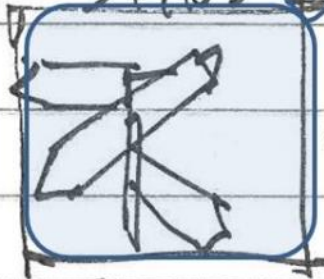
INTERIOR



- VISIBILITY
- LANDMARK
- VISUAL CUES

## FUNDAMENTAL

SIGNS



- CLEAR
- SIMPLE
- NAMING OPPORTUNITY

INFORMATION



- AT KEY POINTS
- W/ APP

TECHNOLOGY



- APPS
- MAPS

## ADDITIONAL

Central Kitchen  
Central Laundry

INPATIENTS UNITS

DIAGNOSTIC PODIUM:

Main Level: Diagnostic and Treatment

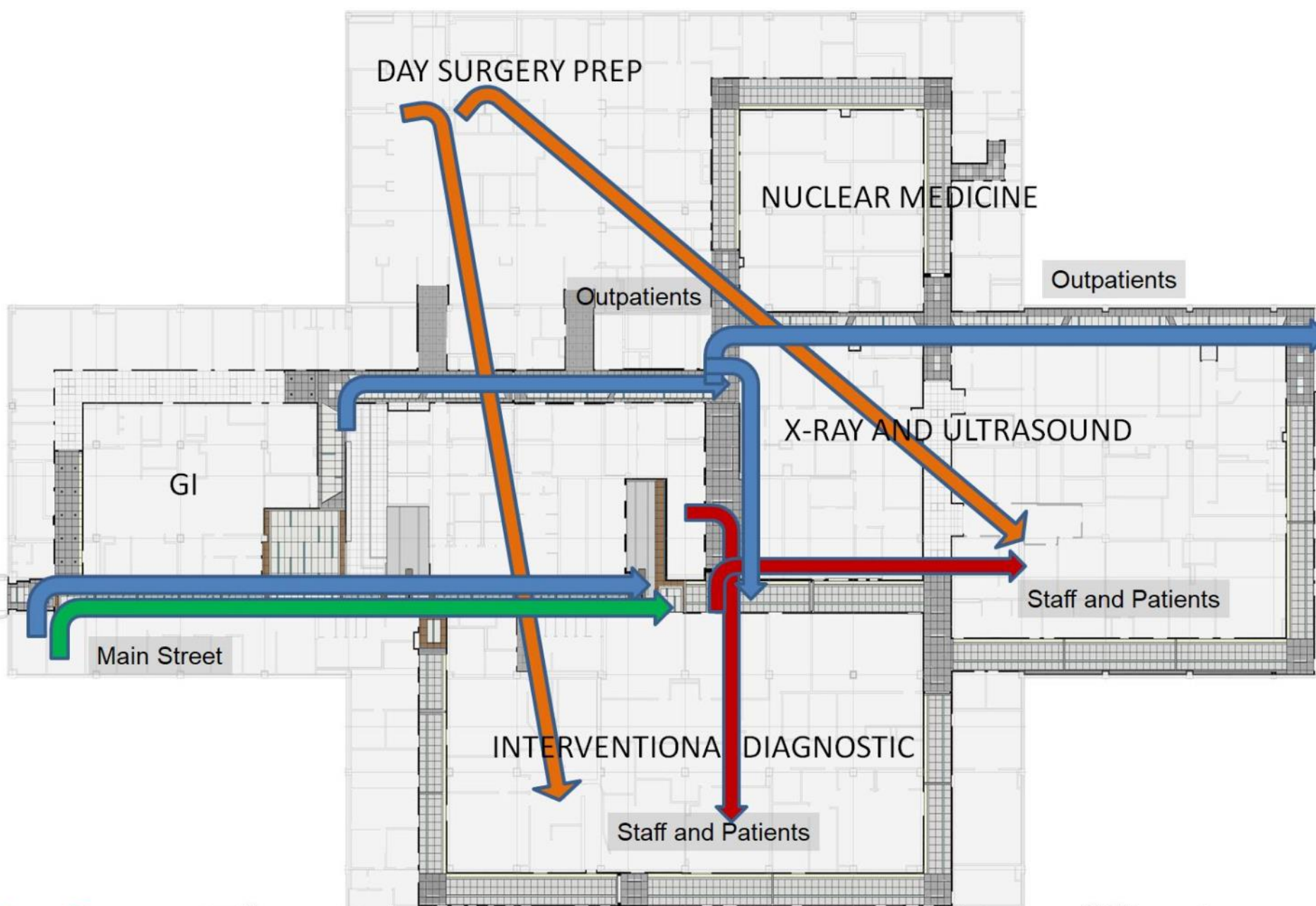
Above: ORs

Below: CCS, Emergency, Material Supply

Ambulatory  
invasive  
procedures.

MAIN ACCESS, ADMIN, CAFÉ, OTHER







# 1 CIRCULATION AND FLOWS (The ABCs)

- Think clear “traffic flows” throughout design
  - Separate “unrelated traffic”
  - Avoid “cross traffic” of unrelated flows
- 
- Most trafficked areas to be closest to entries
  - Invasive and Interventional areas to be remote, protected from traffic
- 
- Keep short clear paths for repetitive staff and material activities

**Know your Flows!**

# PRIORITIZE THE FLOWS

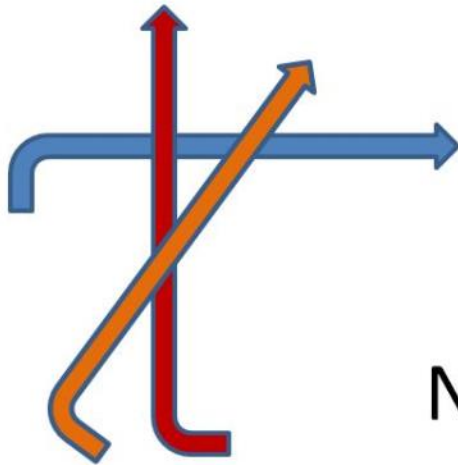
PATIENTS for Diagnostic and Treatment



IN-PATIENTS for Diagnostic and Treatment



PATIENTS for Day Surgery and Invasive Procedures



No signage can fix that!

The Patient is the King!

## NEXT PRIORITY

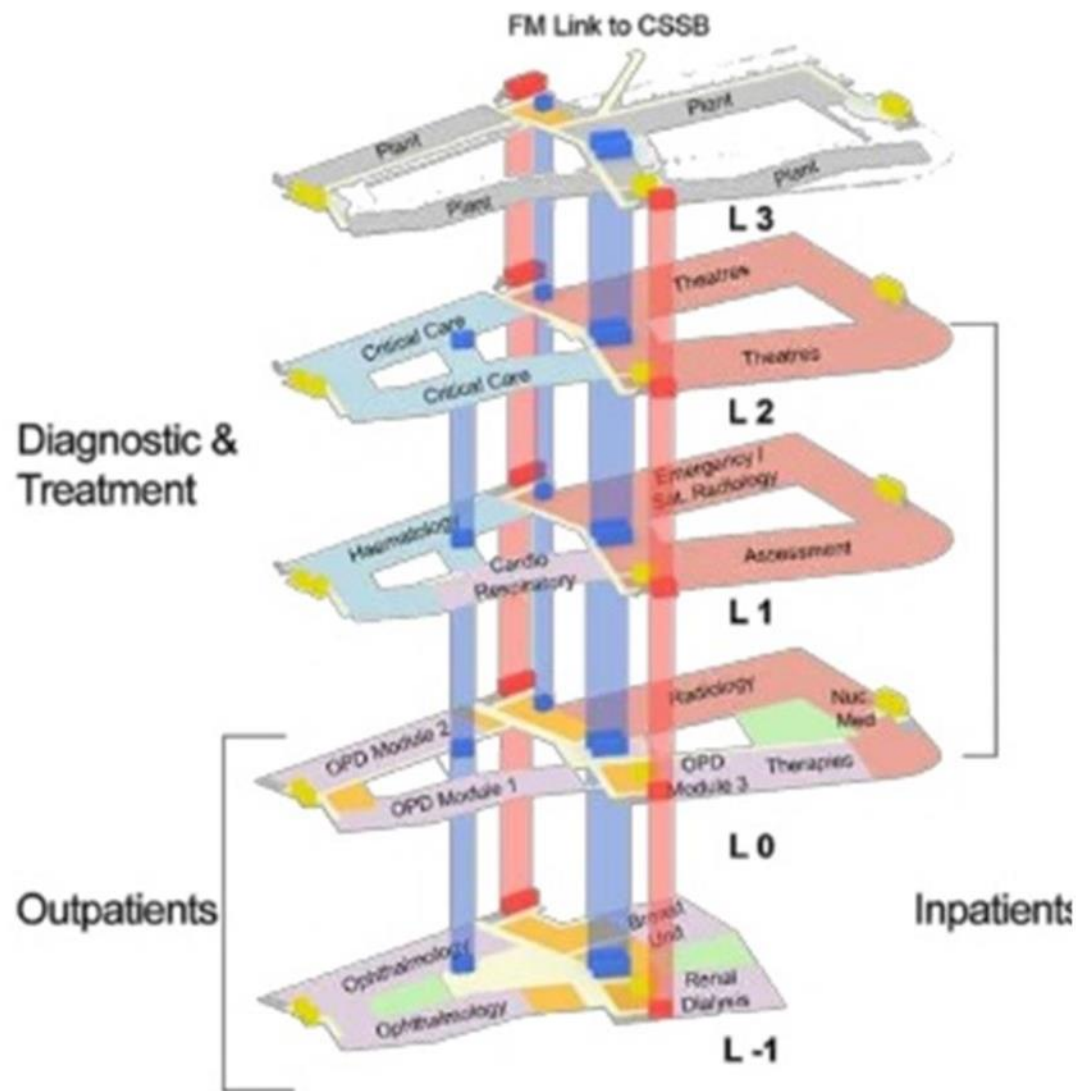
STAFF within departments

STAFF between departments

MATERIALS supply and evacuation

. . .AND NEXT . . .

VISITORS access



Public & Clinical Flows

**NeoCon®** Stacking Diagrams should be a must

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## 2 HIERARCHY OF PLANNING/TRAFFIC CONTROL

(The ABCs)

- Placement of Buildings
- Placement of Entrances and Visibility
- Architectural Barriers and Facilitators

**NeoCon®** Use Planning Tools for Traffic Control

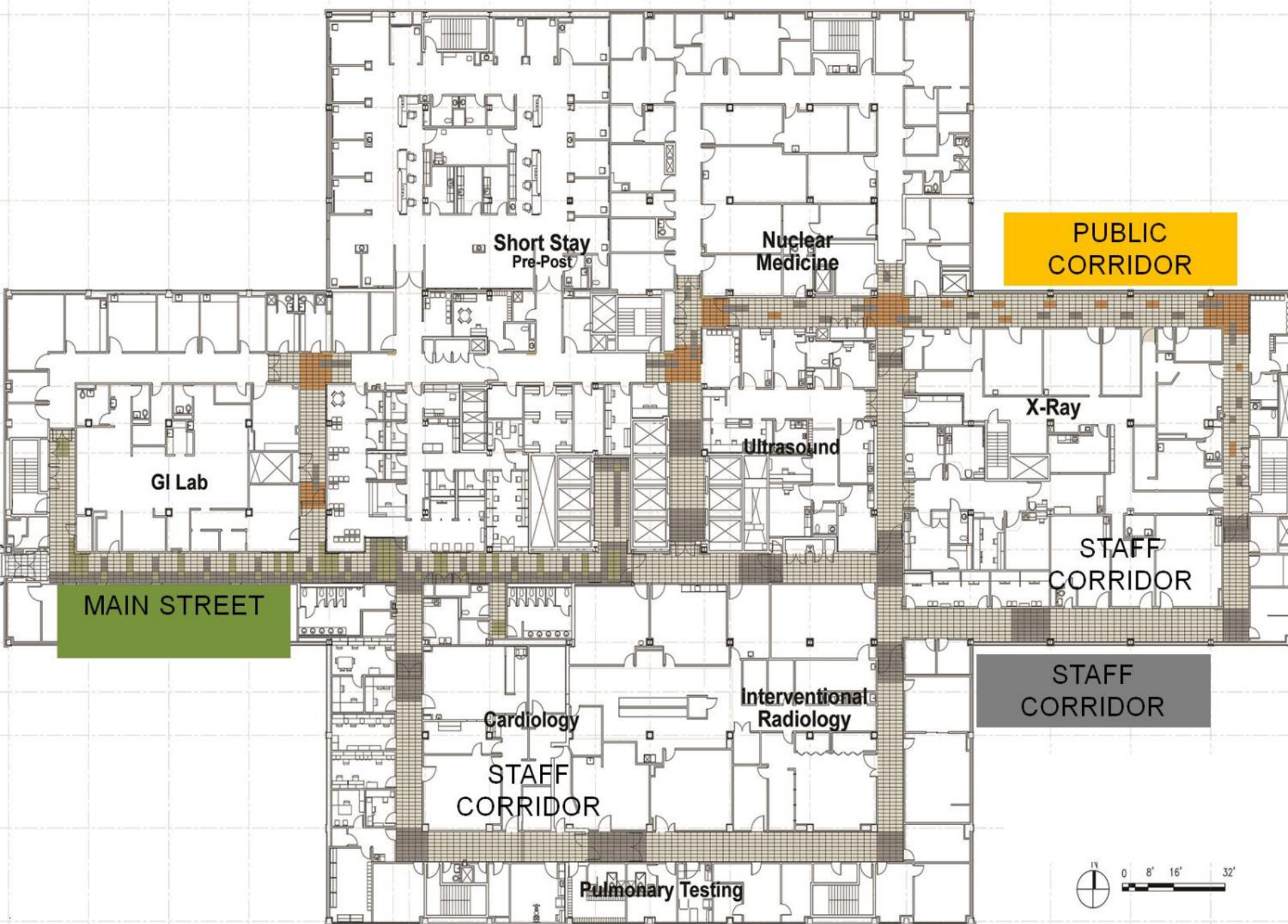
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(The ABCs)

- [illegible]

# The icing on the cake. . Or a Fix

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2600 Diagnostic Services Registration

Restrooms

Elevators

Hospital Lobby / Emergency

Cafeteria (First Floor)

3300 Surgicenter / Anesthesia Clinic

2600 Área de Registro-Servicios Diagnósticos

Baños

Elevadores

Área de Recepción del Hospital / Emergencia

Cafetería (Primer Piso)

3300 Centro de Cirugía / Clínica de Anestesia

→ Outpatient Care Center (OCC)

P Wood St. Parking

Centro de Servicios Ambulatorios (OCC)

P Edificio de Estacionamiento de la Calle Wood

→ 2600 Diagnostic Services Registration

Restrooms

Elevators

Hospital Lobby / Emergency

Cafeteria First Floor

3300 Surgicenter / Anesthesia Clinic

2600 Area de Registro-Servicios Diagnósticos

Baños

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→ Outpatient Care Center (OCC)

P Wood St. Parking

Centro de Servicios Ambulatorios (OCC)

P Edificio de Estacionamiento de la Calle Wood

MAIN STREET

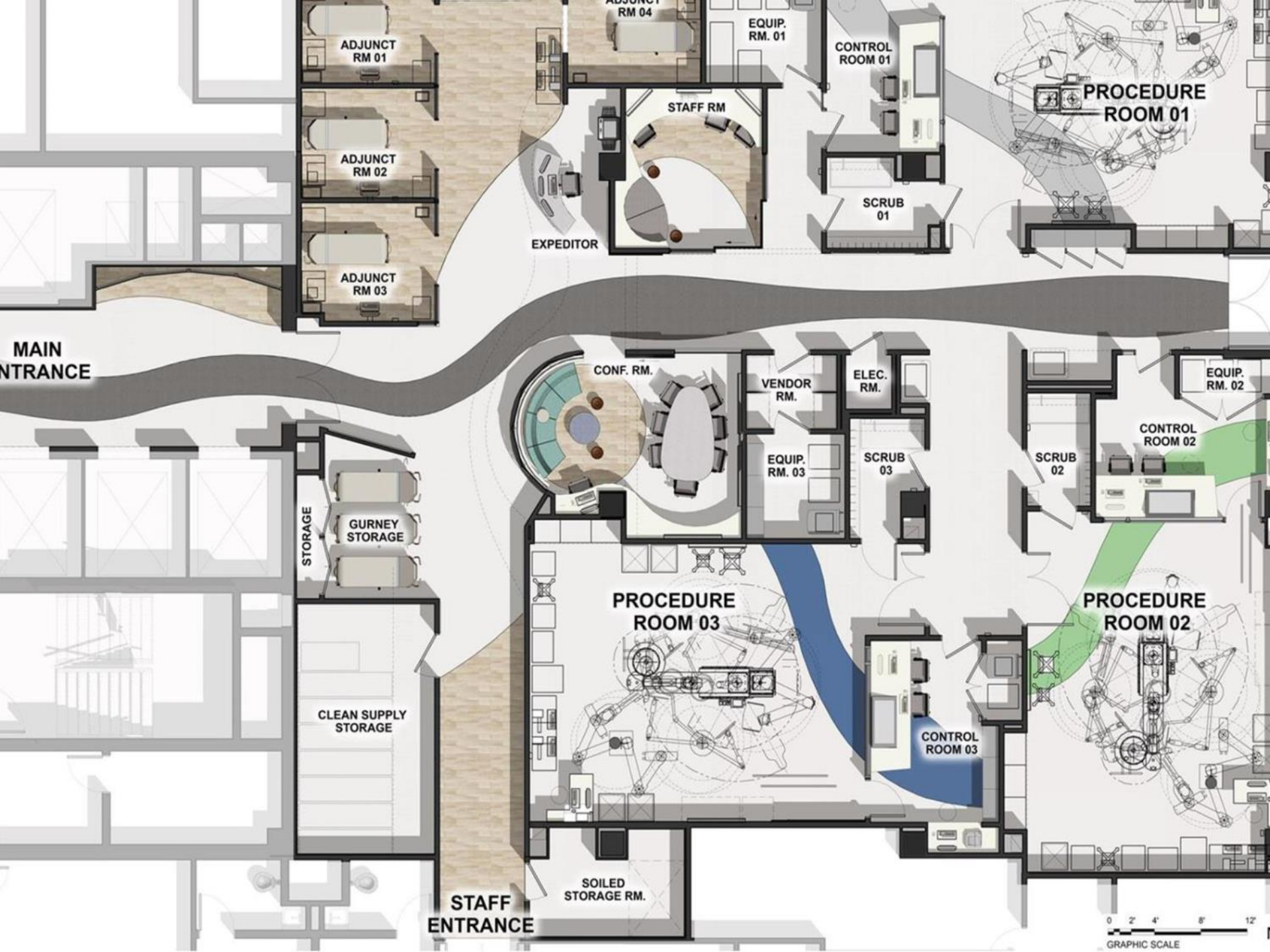


OUTPATIENTS STREET



STAFF STREET









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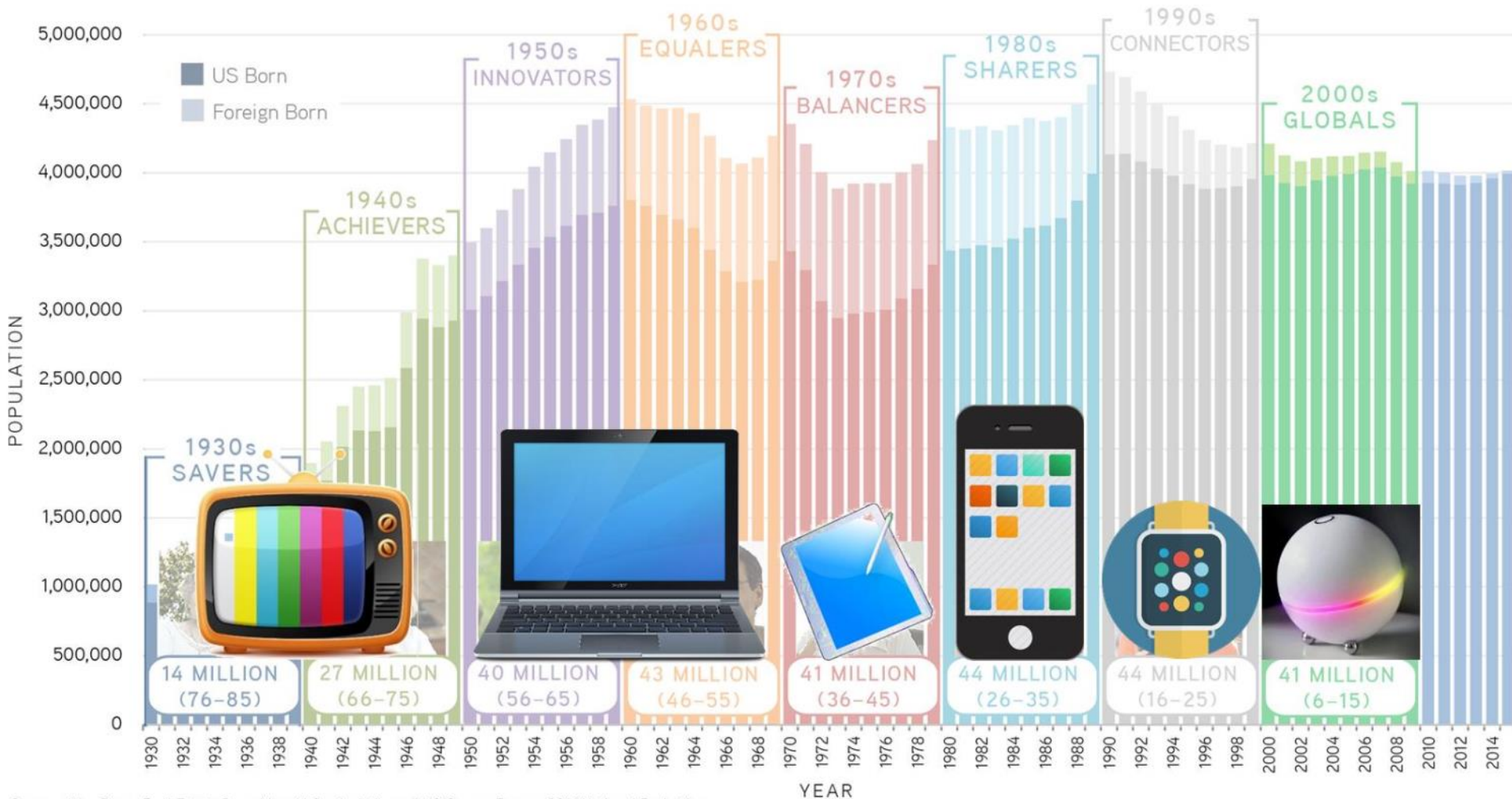


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# WAYFINDING: THE HUMAN EXPERIENCE



# WAYFINDING: GENERATIONAL ASPECT



Source: John Burns Real Estate Consulting, LLC calculations of US Census Bureau 2014 National Projections

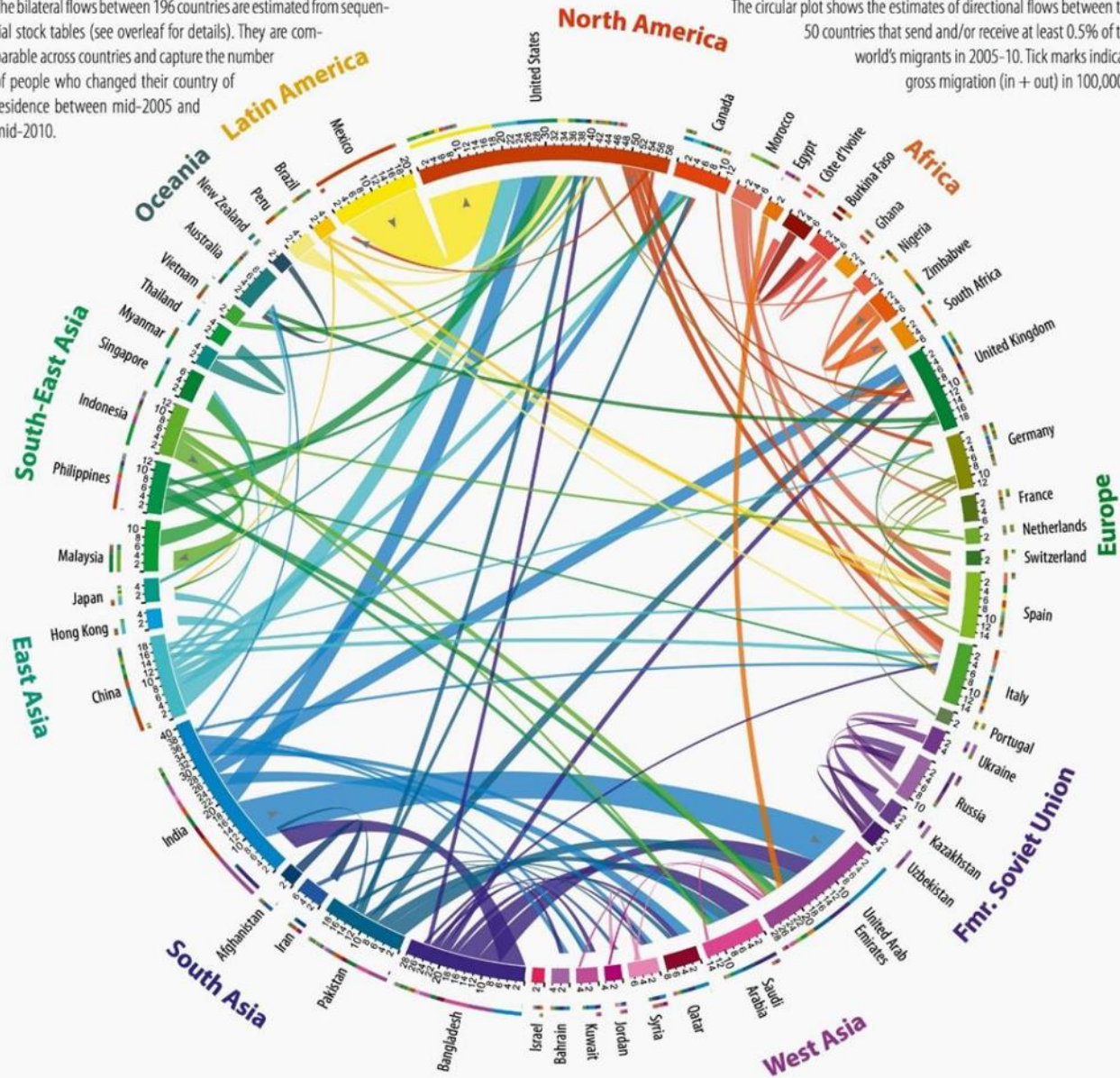
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# WAYFINDING: POPULATION ASPECT

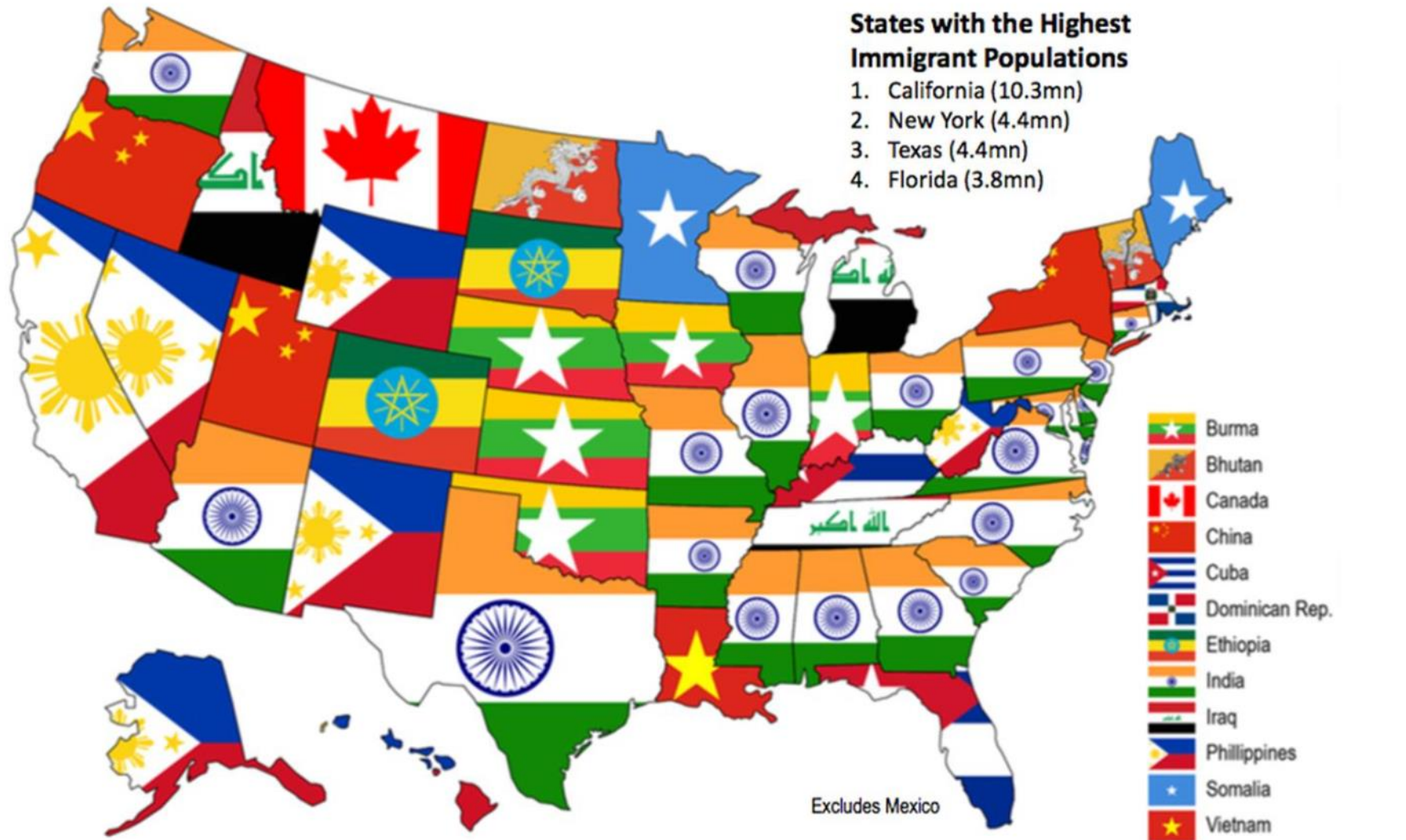
The bilateral flows between 196 countries are estimated from sequential stock tables (see overleaf for details). They are comparable across countries and capture the number of people who changed their country of residence between mid-2005 and mid-2010.

The circular plot shows the estimates of directional flows between the 50 countries that send and/or receive at least 0.5% of the world's migrants in 2005-10. Tick marks indicate gross migration (in + out) in 100,000's.





# WAYFINDING: POPULATION ASPECT



ARCHITECTURE

TRANSPORTATION HUB UNIVERSITY / COLLEGE  
CITY HALL PARLIAMENT HOUSE  
LIBRARY CHURCH  
HOSPITAL SUPERMARKET  
HOTEL  
THEATER  
BRAND  
STORE  
STADIUM MUSEUM  
PUBLIC BUILDINGS: COURTHOUSE  
PUBLIC BUILDINGS: POLICE STATION / POST OFFICE

IMAGE

*the power of connotation and denotation*

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# CULTURAL EVOLUTION



circa 1910

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# CULTURAL EVOLUTION



circa 1960

COOK COUNTY HOSPITAL, CHICAGO, ILL.

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# CULTURAL EVOLUTION



circa 1990

COOK COUNTY HOSPITAL, CHICAGO, ILL.

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# CULTURAL EVOLUTION



circa 2020

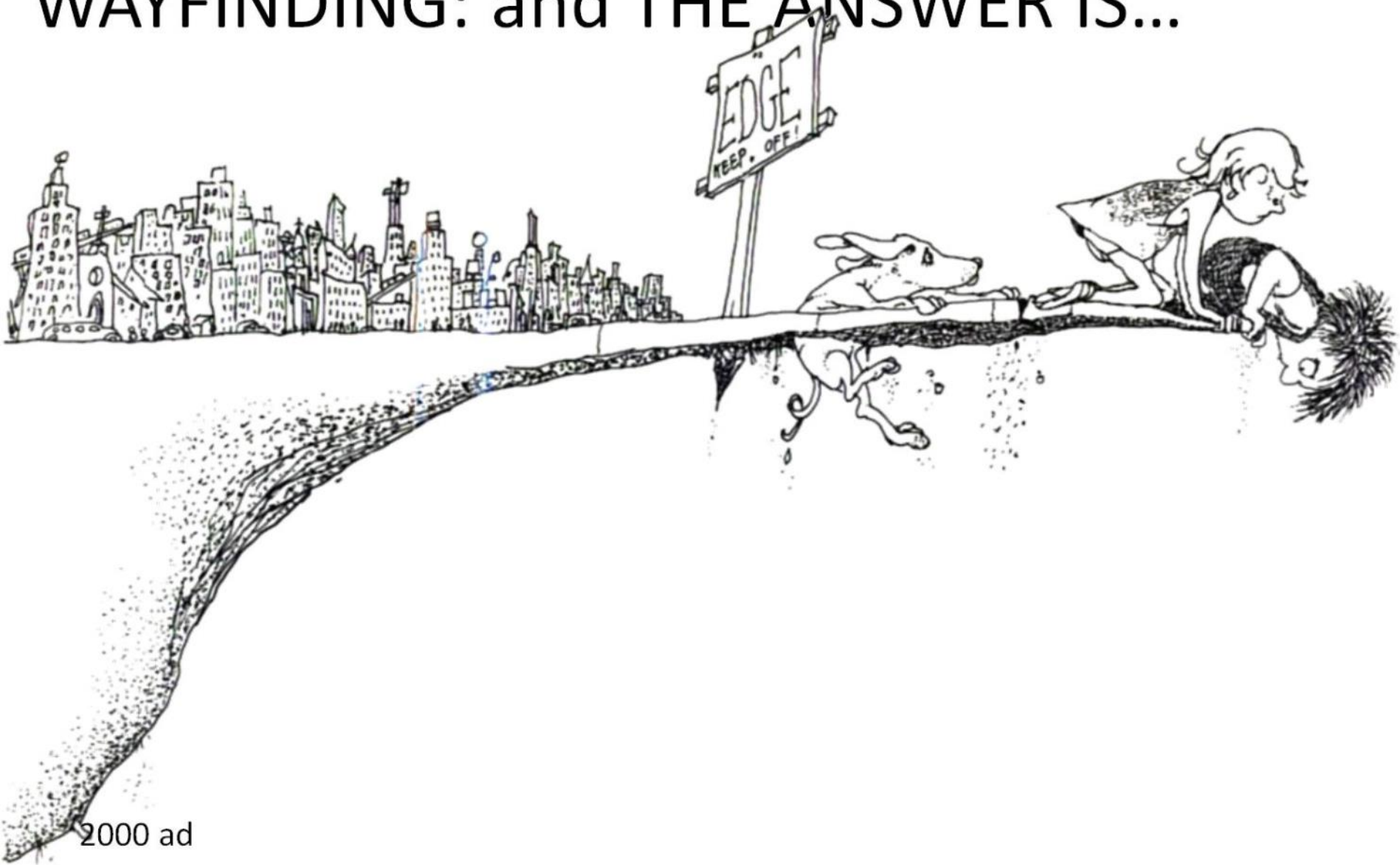
COOK COUNTY HOSPITAL, CHICAGO, ILL.

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# WAYFINDING: and THE ANSWER IS...



2000 ad

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# WAYFINDING: and THE ANSWER IS...



2000 ad



# WAYFINDING: and THE ANSWER IS...

Most  
Important

## Building Sections

Districts  
Building Wings

## Destinations

Lobbies  
Storefronts  
Fitness Centers  
Large Well-Equipped Meeting Rooms  
Outdoor Seating  
Specialty Destinations  
(VR Room, Innovation Center,  
Competition Parts Tear Down, AVI Shop, etc.)  
Cafeteriums / Cafeterias  
Food Stations (Quiznos, etc.)  
24/7 Markets  
Combined Food Stations & 24/7 Markets

## Vertical Circulation

Stairs  
Passenger Elevators

## Private Rooms

Restrooms  
Lactation Rooms

## Transportation

Shuttle Stops  
Bike Share Docks  
Car Share Parking Spots  
Road Names  
Parking Lots/Parking Decks

Least  
Important

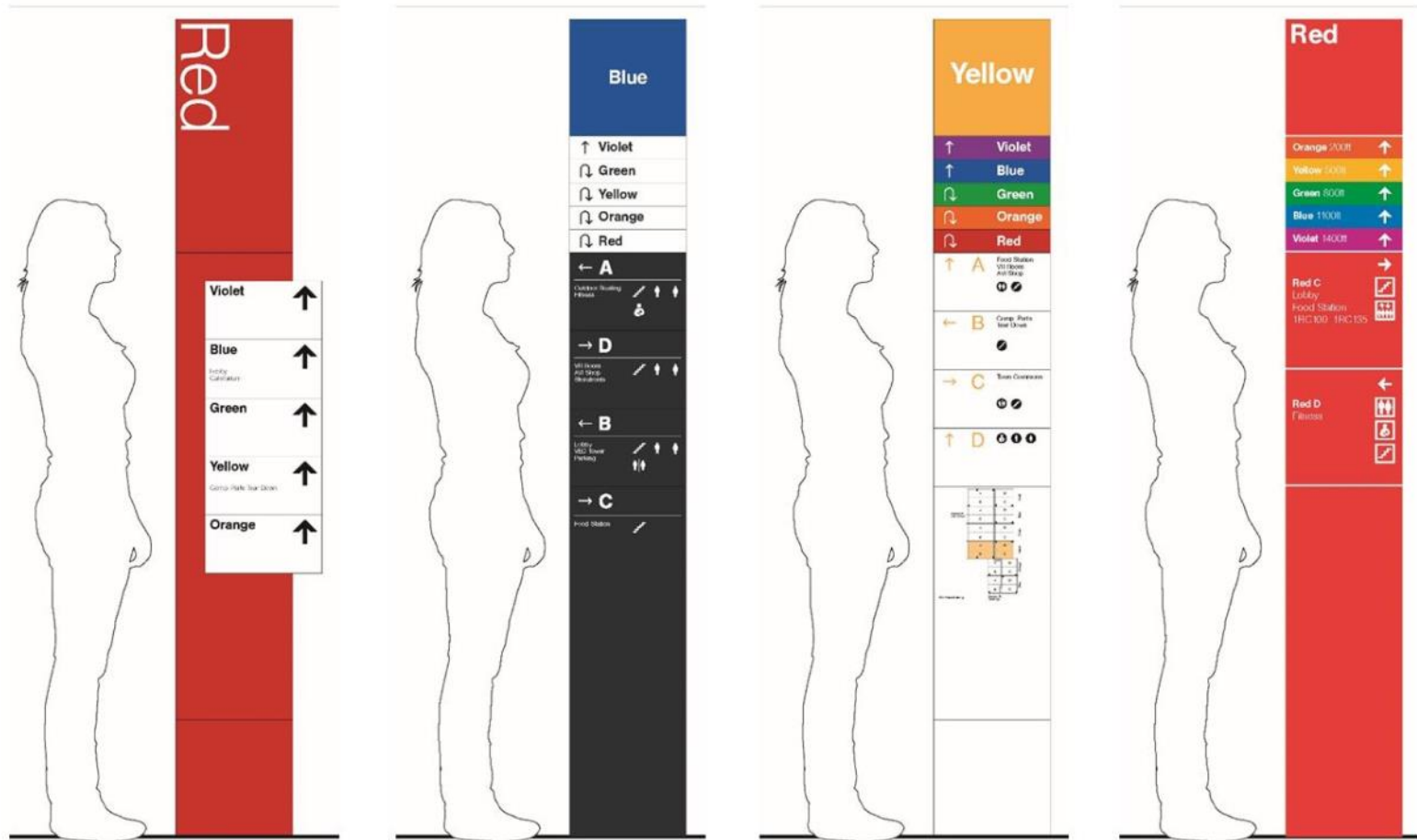


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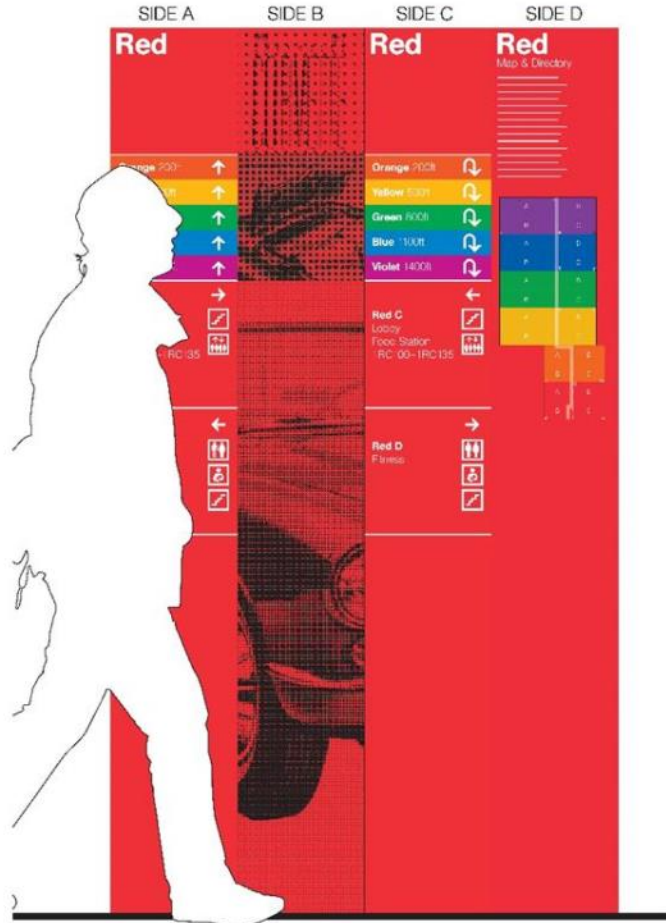
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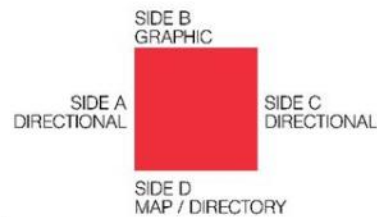
# WAYFINDING: and THE ANSWER IS...



# WAYFINDING: and THE ANSWER IS...



UNFOLDED SCHEMATIC ELEVATION  
FREESTANDING PYLON



SCHEMATIC PLAN VIEW  
FREESTANDING PYLON



SCHEMATIC AXONOMETRIC  
FREESTANDING PYLON



SCHEMATIC AXONOMETRIC  
CORNER WRAP

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# WAYFINDING: and THE ANSWER IS...

## Digital Signage – Implementation

1. Educate
2. Inform
3. Alert
4. Engage
5. Direct
6. Raise Funds
7. Communicate
8. Save Money



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# WAYFINDING: and THE ANSWER IS...

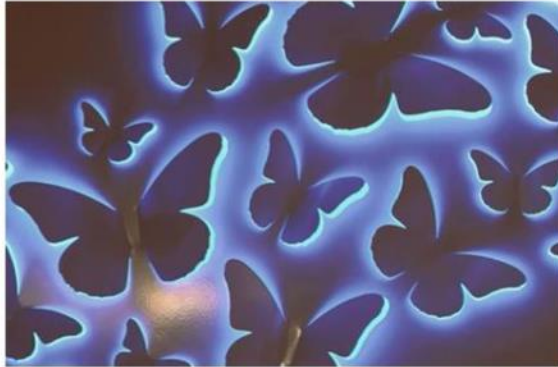


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# WAYFINDING: and THE ANSWER IS...



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building as a dynamic kinetic wayfinding environment

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# WAYFINDING: and THE ANSWER IS...



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building as an enlightened symbol of care

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# WAYFINDING: REAL TIME EXPERIENCE



**Rush University Medical Center** is a not-for-profit academic medical center established in Chicago, Illinois in 1837, comprising Rush University Medical Center, Rush University, Rush Oak Park Hospital and Rush Health.

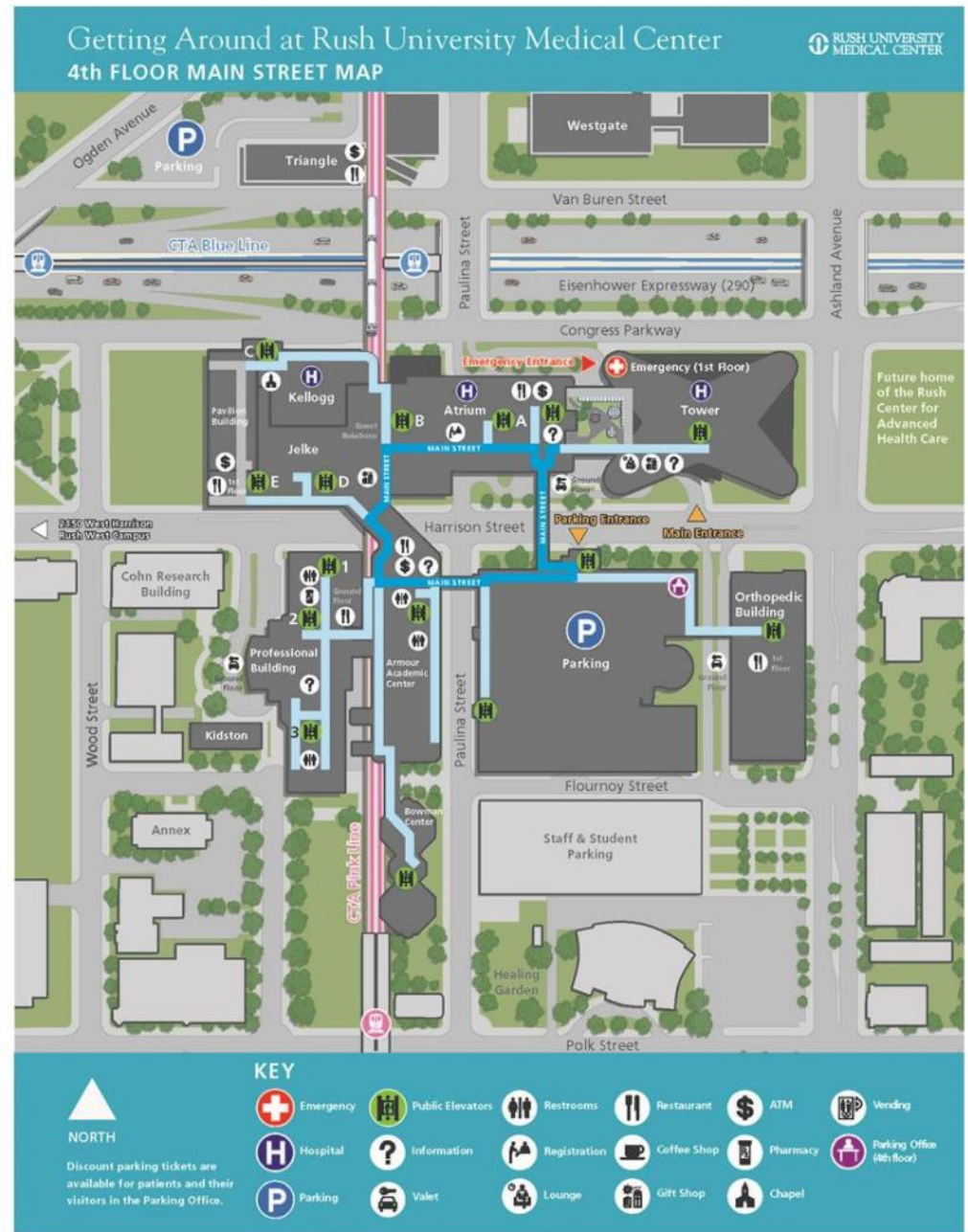
Rush is a very large campus with over 20 buildings & over 2 million square feet. This makes wayfinding very challenging for patients and visitors.



# Identifying the Problem

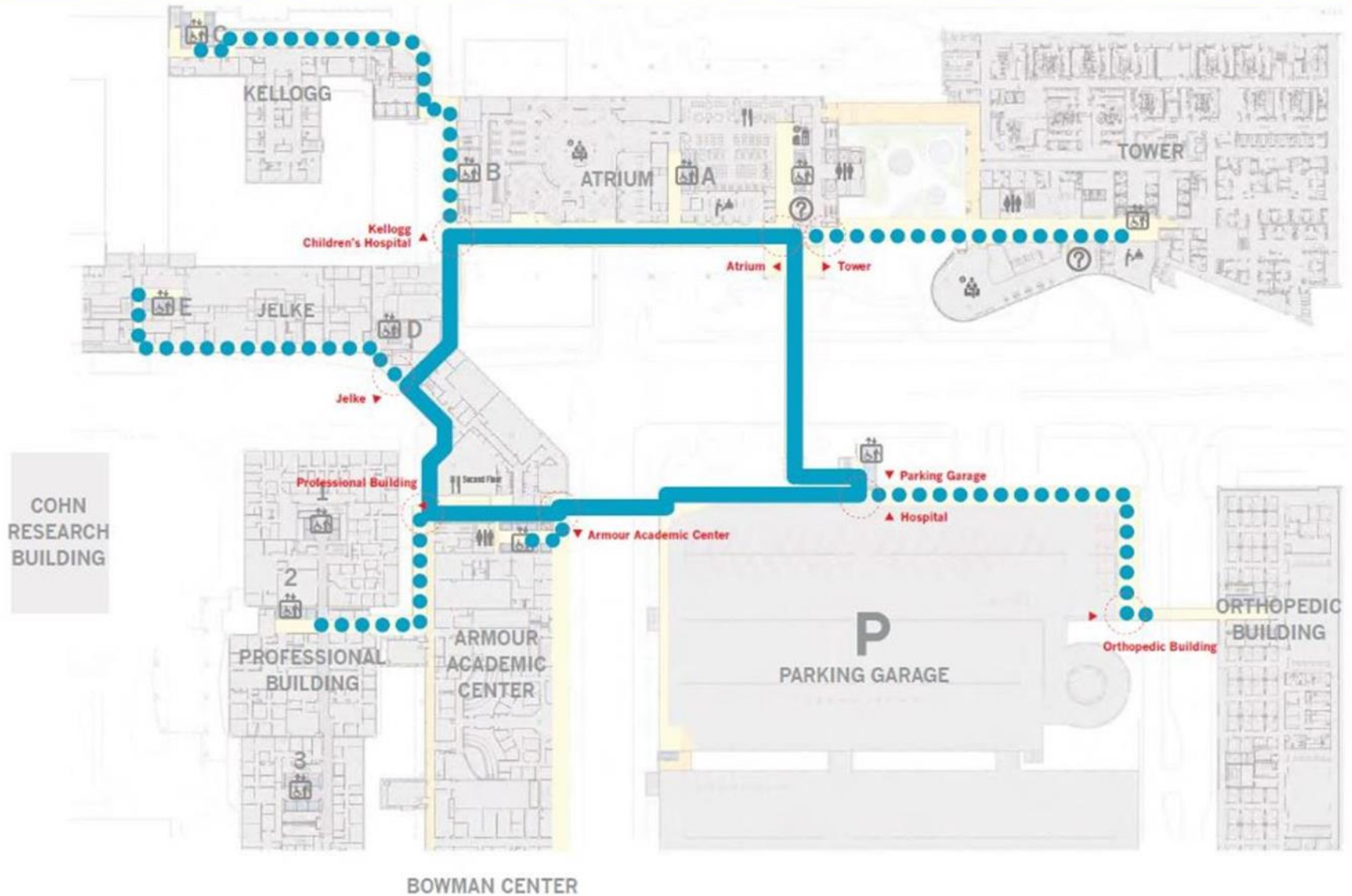
## Issues:

- Abundance of Signage clutter
- Site lines for signage are blocked
- Building Identification not easily understood when moving between buildings
- Long distances for travel from building to building
- Lack of maps
- Terminology is confusing/not consistent

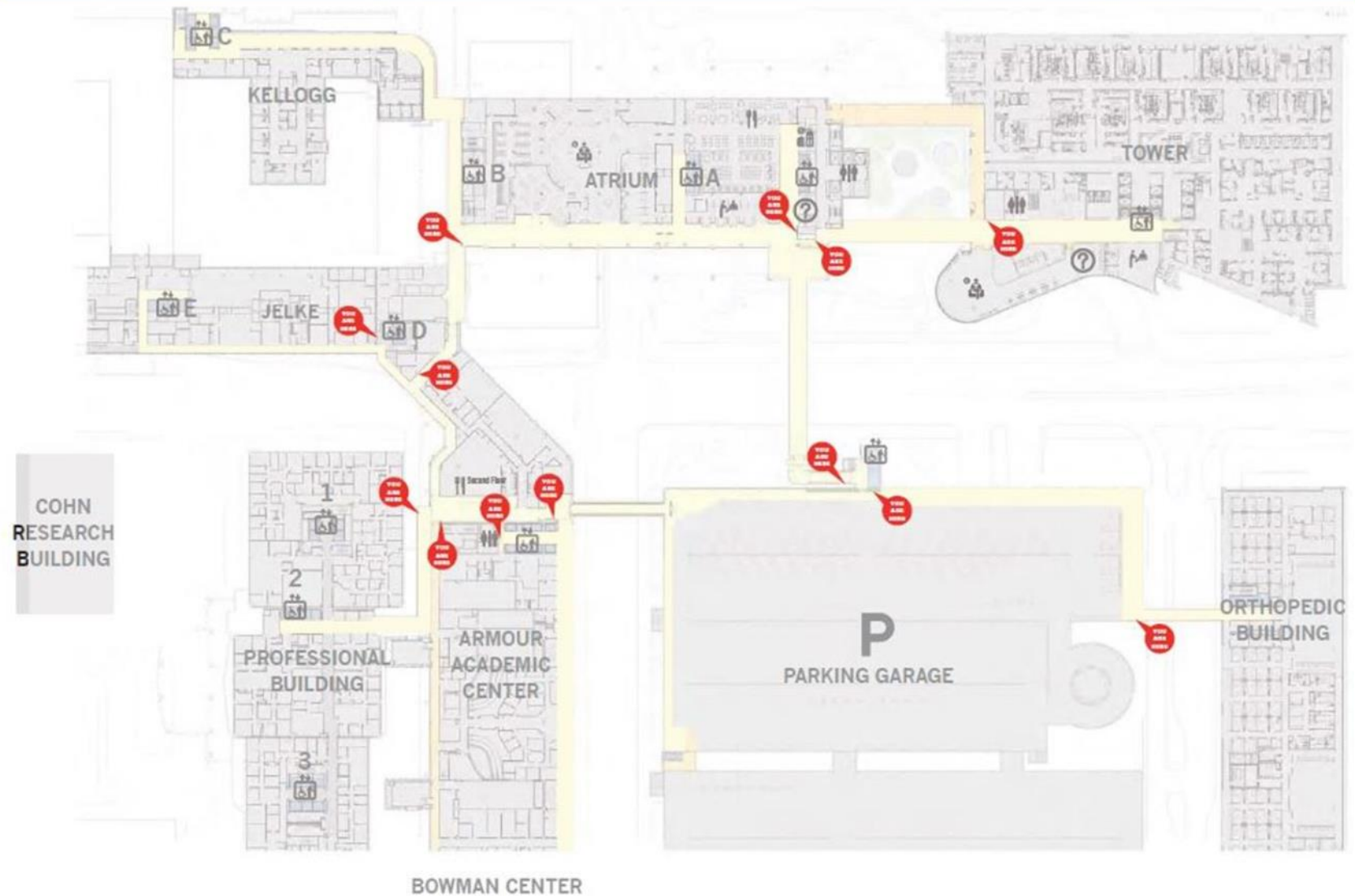




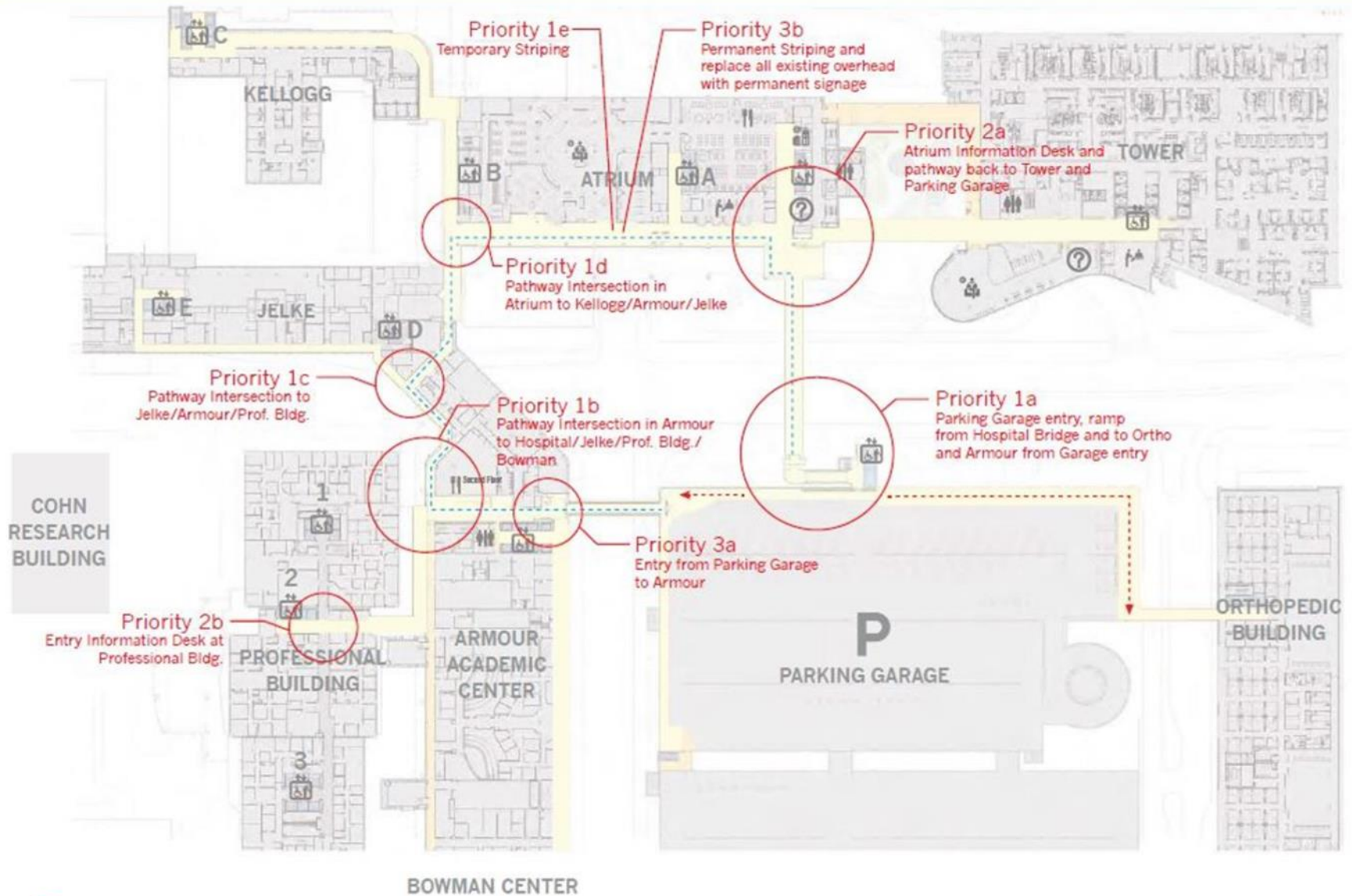
# 4<sup>th</sup> Floor Main Street



# Map Recommendations



# Priority Areas





# Wayfinding Elements

Components

## MAIN STREET OVERVIEW



## MATERIALS



## FABRICATED SIGNS



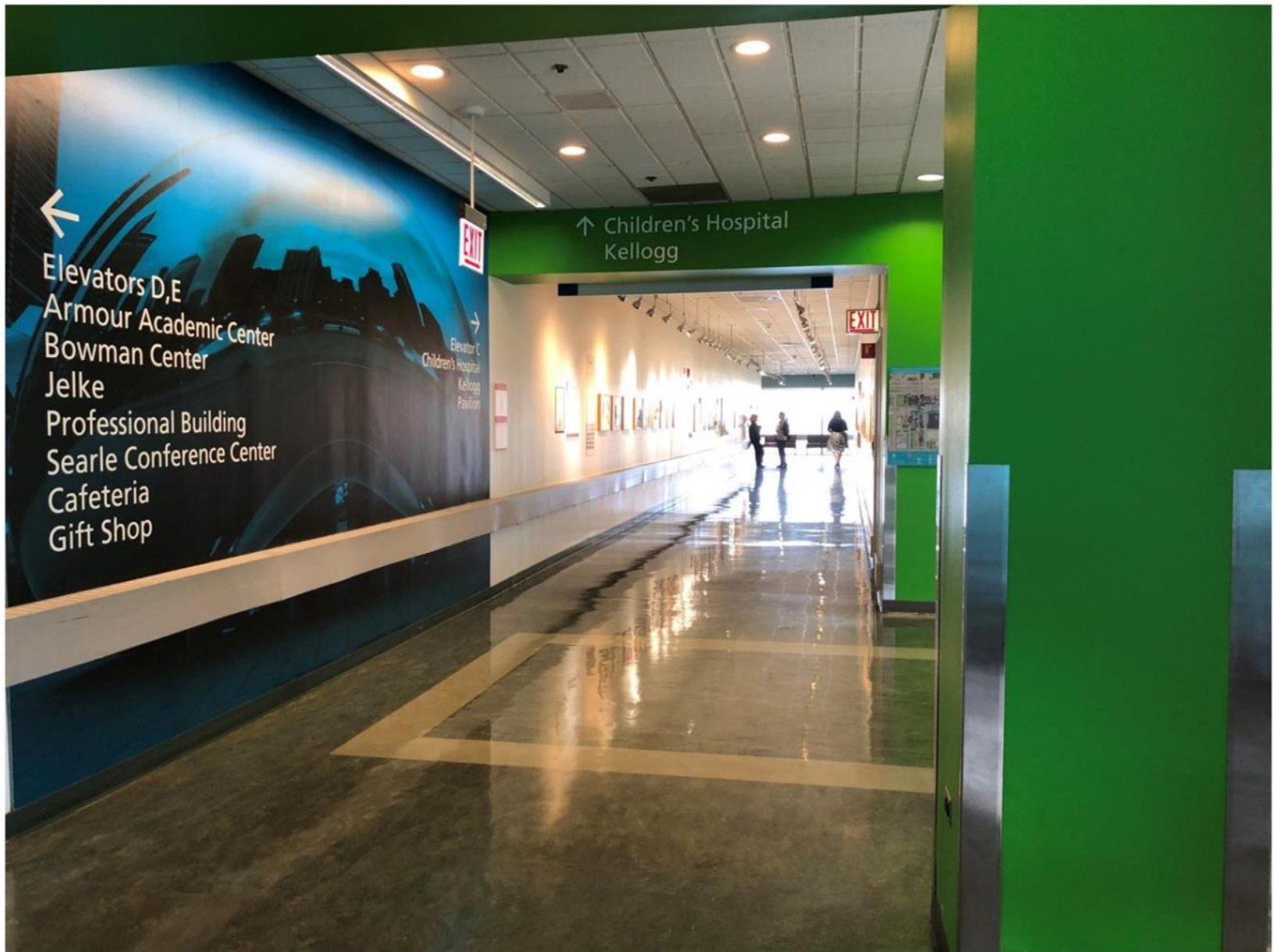




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Example #1



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Example #1a





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Example #2





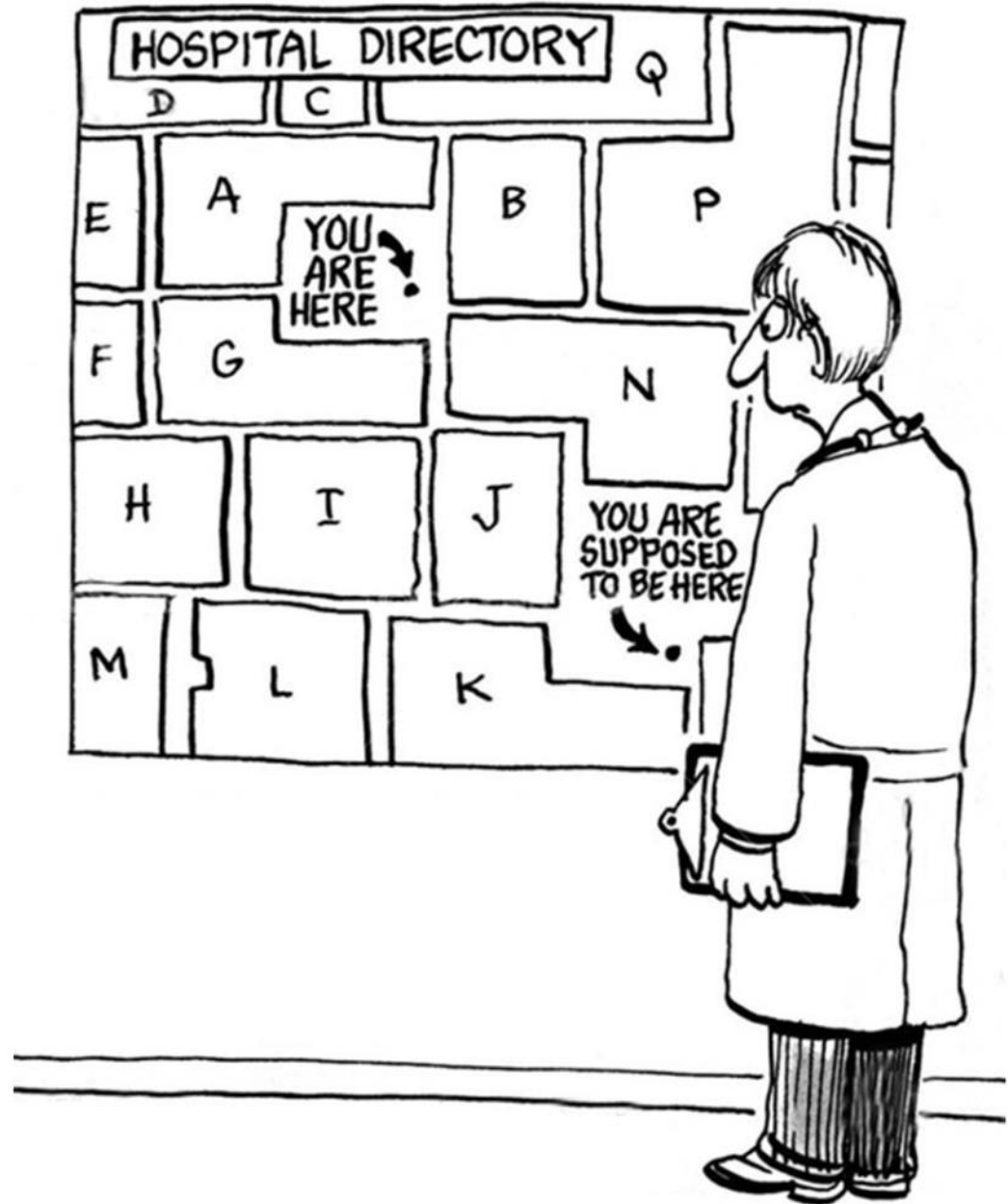
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**Example #3**



Q + A





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below to rate this seminar.

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