



EYEDOG.US DIGITAL WAYFINDING AT VAIL HEALTH HOSPITAL

Vail Health Hospital Leverages Eyedog.US's Photo Landmark Navigation to Solve Unique Wayfinding Challenges

OVERVIEW

Vail Health serves as an outstanding case study in the creative and intelligent use of a sophisticated digital solution designed to eliminate a common but often overlooked source of patient stress: indoor navigation of a complex hospital campus. Referred to as wayfinding, indoor navigation is often a patient's very first encounter with a healthcare provider, not to mention a fundamental element of every patient journey. And yet it is so often overlooked as a critical touchpoint for provider-patient engagement.

With the help of Eyedog.US and their photo landmark navigation solution, Vail Health Hospital offers a shining example of how the right digital solution to a common but overlooked problem can enhance patient experience in ways that engender trust, instill loyalty, and increase the likelihood of improved health outcomes before the patient enters a treatment room. First impressions are indeed lasting impressions.

"We live in a world where the digital, physical, and biological environments have merged into an inextricably intertwined whole. We view digital wayfinding not as the digitization of signage but rather the digital transformation of indoor pedestrian navigation support, in all its forms."

Joe Brown, Chief Information Officer for
Intraprise Solutions

WHAT IS (THE RIGHT) DIGITAL WAYFINDING?

Wayfinding in the healthcare setting refers to the systems and solutions in place to help patients and visitors find their way around the campus. Digital Wayfinding adds an element of technology, accessible via smartphone, to physical landmarks, making indoor navigation more intuitive in large or complex, sometimes multi-building healthcare settings, where signage or maps can create confusion.

Eyedog.US - a cloud-based Digital Wayfinding application - uses Photo Landmark Navigation to convey pedestrian directions via familiar smartphone technology. Designed with the Healthcare Industry in mind, Photo Landmark Navigation uses photographs that incorporate visual cues, unique design elements, and decor along the path to deliver clear indoor pedestrian directions that are easy to follow because they match the user's surroundings.

HOSPITAL WAYFINDING: CHALLENGING, CRITICAL, & OVERLOOKED

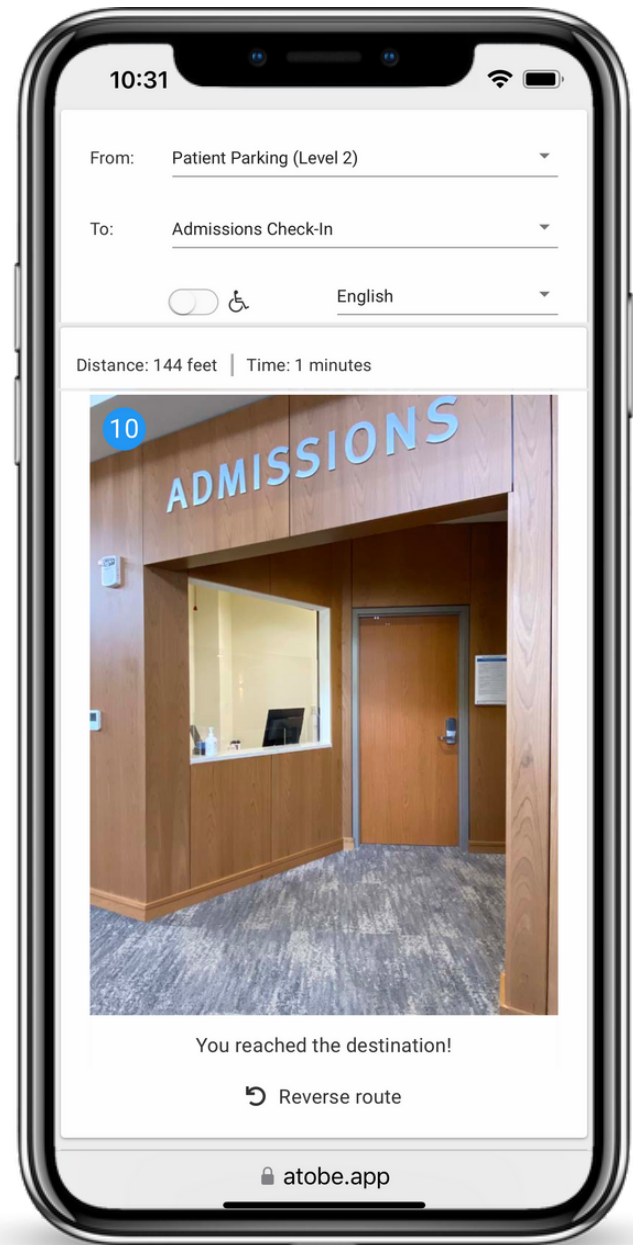
The healthcare setting poses unique wayfinding challenges that make it universally difficult to navigate a hospital:

- buildings tend to be large and complex with many departments and units
- the hectic and fast-paced nature of healthcare facilities can be overstimulating for patients and visitors
- hospitals grow and change - temporarily or permanently - to accommodate their communities' needs
- patients and visitors tend to be overwhelmed, stressed, or anxious, making it difficult to focus and problem-solve when it comes to navigating to their appointment

Health systems often find they need a wayfinding solution that meets users where they are, providing directions that are easy to access without requiring more attention than is immediately accessible.

THE PHYSICAL ENVIRONMENT WITH A DIGITAL OVERLAY: PERSONALIZED & ON YOUR SMARTPHONE

Great digital wayfinding meets consumers where they are both physically and technologically. At Vail Health Hospital, a digital wayfinding project provides intuitive pedestrian directions that acknowledge the fact that our digital and physical environments have merged. Vail Health, in partnership with Eyedog.US, examines the positive impact of newly implemented, scientifically proven wayfinding techniques that utilize familiar digital elements that fit seamlessly into the patient experience.



"People from all over the world visit Vail, and navigating a new hospital can be overwhelming. Offering our locals and visitors easy-to-use digital wayfinding improves their overall experience"

Michael Holton, Chief Marketing and Experience Officer for Vail Health

VAIL HEALTH HOSPITAL: UNIQUE CIRCUMSTANCES AMPLIFYING THE VALUE OF DIGITAL WAYFINDING

Visitors From All Over the World

With a patient base largely composed of visitors from around the world, Vail Health Hospital caters to patients and visitors who are unfamiliar with their hospital, state, and sometimes country. Many patients of Vail Health Hospital are one-time patients, who remain unfamiliar with their facilities, as visiting patients.

Large Spanish Speaking Population

With a 35% Spanish speaking population, language barriers often present an additional challenge to providing clear directions around an unfamiliar facility.

Signage, in this situation, can introduce confusion; verbal directions can induce anxiety; and maps provide limited assistance for those who are struggling to situate themselves in a facility.

After Hours Door Lock Schedule

The Vail Health Hospital security system, set to auto-lock several main entry doors from 6PM to 6AM, requires all pedestrians to use the Emergency Department Entrance. Hospital staff found they had a difficult time helping people understand where to go when their typical entrance was locked, depending on the time of day.

East Wing New Construction with a New Main Hospital & Emergency Entrances, Underground Parking Structure

For community safety, Vail Health Hospital redesigned their campus to make traffic - vehicle and pedestrian - safer and more streamlined. That new construction, with a major change to the hospital entrance, has introduced wayfinding difficulties for staff, patients, and visitors - particularly those who are returning patients experiencing the drastic changes in a facility they have visited before. With the main entrance now on a completely different road than before, local community members have been surprised and

confused by the change. Staff, who are also learning to navigate a new or changing facility often find themselves responsible for helping patients to navigate, taking their time and attention from other duties and responsibilities to provide verbal directions. With renovation comes confusion and stress for those working to navigate unfamiliar facilities.

"The renovated Vail Health Hospital is an asset to the community and its visitors, and we are proud to roll out a modern digital navigation tool that matches the advanced medical technology we provide within the facility."

Michael Holton, Chief Marketing & Experience Officer for Vail Health

ABOUT VAIL HEALTH HOSPITAL

With a focus on providing access to higher quality, more affordable care, Vail Health is a nonprofit community health care system offering one of the world's most advanced mountain hospitals. At Vail Health Hospital, the patient experience is an integral element in providing high quality care; for that reason, Vail Health listens closely, paying attention to the obstacles and challenges their unique patient-base experiences, and strives to remove those barriers for their community members. Vail Health is committed to meeting the growing and ever-changing needs of the diverse region and encouraging wellness and prevention through effective population health management.

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SUCCESS CRITERIA

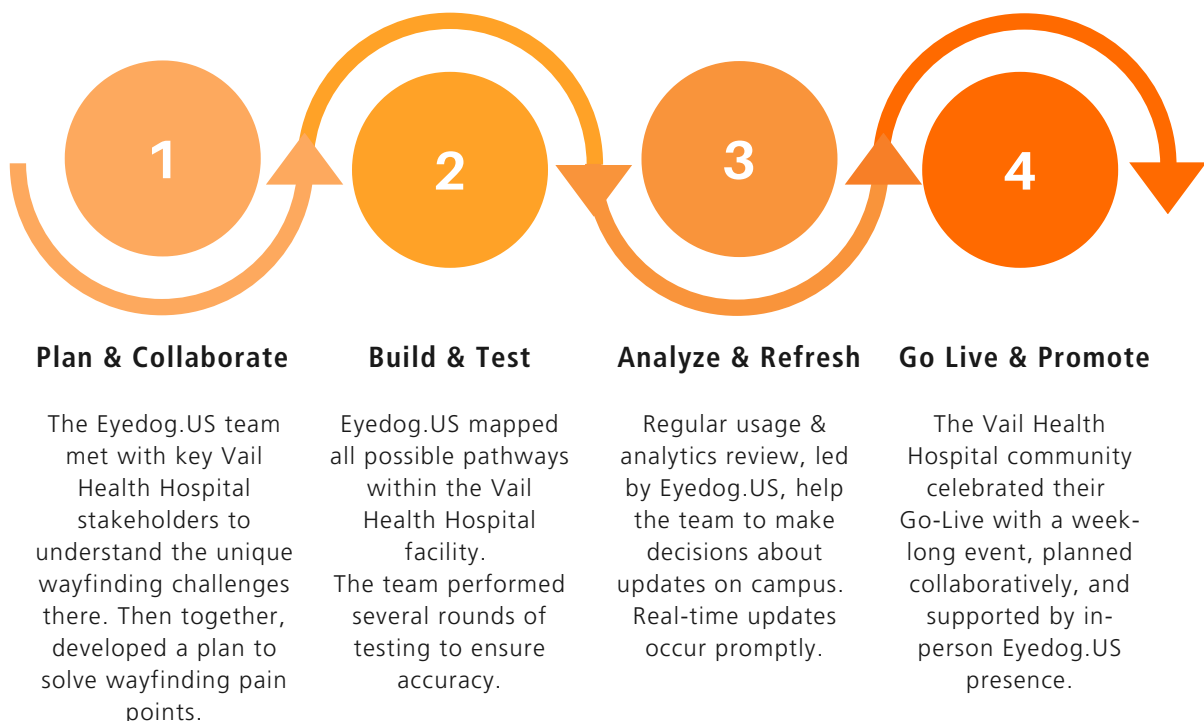
Why does Eyedog.US work?

Chad Milam, Director of Digital Strategy & Experience at Vail Health, elaborates on the key factors necessary for a digital wayfinding solution to work effectively at Vail Health Hospital. "In our search for a digital wayfinding solution, we wanted an option that feels high-tech, without the typically high number of fail points that other wayfinding systems present. In the Eyedog solution, we found just that: a user interface that feels high tech, with no hardware or infrastructure to install or upkeep."

The Eyedog.US team supports the implementation, adoption, and maintenance of their digital wayfinding system, facilitating ongoing and frequent interactions with the Vail Health Hospital team. With such support, the new wayfinding solution has quickly become an

intuitive, well-integrated element of a positive patient experience. Milam, on Eyedog.US's services, states, "the Eyedog team quickly brainstormed, problem-solved, and innovated to ensure that the wayfinding solution solved for our unique needs. The agility of the Eyedog.US team has allowed for true partnership with our team at Vail Health Hospital: deliverables are completed quickly and on time, technology is implemented effectively and efficiently, the team engages with the hospital community to ensure that the solution is adopted with ease, and their technology is responsive with minimal disruption to daily operations." With long term maintenance included in the partnership with Eyedog.US, changes in the building are swiftly met with updates in the Eyedog.US digital wayfinding system.

EYEDOG.US DIGITAL WAYFINDING IMPLEMENTATION PROCESS AT VAIL HEALTH HOSPITAL



KEYS TO SUCCESS

What makes the Eyedog.US partnership with Vail Health Hospital effective?

Promotion is key. It's necessary to understand, before embarking on a journey to Eyedog Digital Wayfinding, that Eyedog is not a 'set it and forget it' technology: it requires cross-department involvement to support the community-wide wayfinding initiative. The Eyedog project at Vail Health Hospital has been successful largely because of the wide variety of departments involved in the project. With marketing, volunteers, patient registration, facilities, security, digital communications, leadership, guest services, valet, and the patient experience departments all involved and taking ownership of their piece of the Eyedog pie, it has become a community-wide solution supported by all staff. With that, patients and visitors see a comprehensive, community-wide Wayfinding system designed to support them in their time of need. The staff's support of Eyedog allows it to work better for patients by creating a culture that promotes a positive patient experience through, in part, great and effective digital wayfinding.

The marketing department plays a particularly important role in supporting the implementation of Eyedog digital wayfinding. With incredible engagement from Vail Health's marketing department, Eyedog has been visible and accessible to patients and visitors

in a variety of ways. Strategically placed signage allows patients and visitors to intuitively access and use Eyedog during their time of need. The marketing department's buy-in is a huge marker for success in implementing and adopting Eyedog Digital Wayfinding. A user's first impression of Eyedog is important, and largely determines its success in a healthcare facility.

Perhaps most integral to the success of Eyedog digital wayfinding is leadership support and ownership of the project. Successful implementation of the Eyedog Digital Wayfinding System requires not only support from leadership, but a willingness to remain in an ownership role of the project - long term. Because the implementation process requires cross-department involvement, it is necessary for leadership to be actively involved in the Eyedog project. First, leadership must be in the know and available to provide input and make key decisions. Then, an established cross-department team comes together to encourage engagement within the staff and community beyond. Leadership has the important opportunity to empower staff to understand Eyedog as a solution, community wide.

"Eyedog's innovative digital wayfinding solution mitigates any added stress and anxiety commonly associated with hospital visits. It is intuitive and does not steal attention from users with more pressing priorities."

Kay Via, VP of Operations and Sales for Eyedog.US

ABOUT EYEDOG.US

Eyedog.US offers the world's leading indoor and campus-based pedestrian wayfinding solution. Using photo landmark navigation technologies, Eyedog.US offers a human-centered wayfinding approach that promises to reduce stress and anxiety associated with navigating a complex campus.

With our Wayfinding as a Service offering, Eyedog.US aims to join forces with healthcare organizations as a means to integrate seamlessly into the Healthcare System's culture. With ongoing, comprehensive support services, we engage the entire community in a digital wayfinding solution that is designed for the specific challenges, missions, and goals of any given healthcare facility.

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