

# Leading the Way Toward Better Care

## Starting Signage & Wayfinding Projects the Right Way

With the right approach, signage projects give healthcare designers the opportunity to shape patient journeys with clear and intuitive wayfinding.



## WHY WAYFINDING MATTERS IN VA HEALTHCARE ENVIRONMENTS

1

### IMPROVES PATIENT EXPERIENCE

Reduces stress and confusion by providing consistent, intuitive guidance from parking to check-in.

2

### SUPPORTS OPERATIONAL EFFICIENCY

Streamlined navigation means less staff time spent giving directions and fewer missed appointments.

3

### ACCESSIBILITY & COMPLIANCE

Better adherence to code and regulatory bodies like ADA, ABA, NFPA, and the VA Signage Design Manual helps increase accessibility and reduce infractions.

4

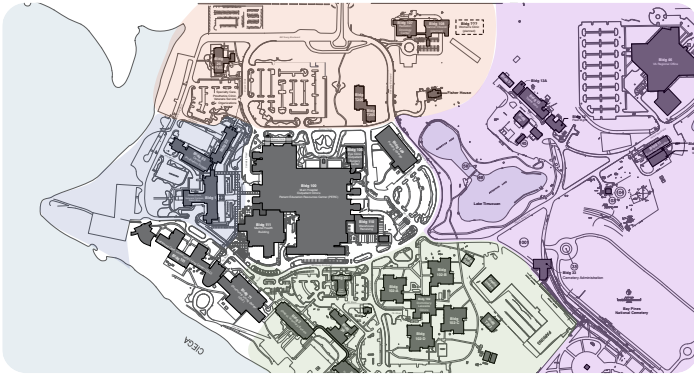
### EMPATHY-DRIVEN DESIGN

Sign systems must accommodate a wide range of users—including those with physical, cognitive, or language challenges.

Wayfinding is the only component of facility infrastructure that affects a patient's journey from appointment letter to check-in desk.

# START WITH A MASTER PLAN

Working with experts to develop a master plan with phased implementation leads to better information, timelines, and best use of funding.



## IMPLEMENT IN PHASES, NOT PIECES

Attempting to upgrade your sign system in series of small projects with no master plan can lead to:

- » Patient Confusion & Stress
- » Erosion of System Credibility
- » Reduced Operational Efficiency
- » Decreased Return on Investment

## PROGRAM BY PHASE, NOT ALL AT ONCE

To avoid duplication of labor, program sign messages and locations just prior to each phase. VA facilities are constantly evolving and information can quickly change.

# PARTNERING FOR SUCCESS

Due to the unique complexities of large Medical Centers, the path to successful signage and wayfinding projects relies on partnering with a firm that can facilitate a 'Design, Build, and Maintain' approach.

## ATTRIBUTES OF A DESIGN, BUILD AND MAINTAIN APPROACH

Single Point of Accountability	→	Streamlined communication and responsibility.
Integrated Design & Fabrication	→	Seamless transition from concept to installation.
Phased Implementation Capability	→	Adaptable to multi-year budgets and priorities.
Ongoing Maintenance Support	→	Ensures system remains current with facility changes.
GSA Schedule BPA (federal projects)	→	Federal contract vehicle for flexibility and continuity.



# BUILDING FOR TOMORROW

Due to the scale and life cycle requirements of large medical centers, it is important to choose a component-based product line and standardize around it. A successful system can last upwards of 15 years if properly maintained.

## BENEFITS OF A COMPONENT-BASED SYSTEM

- » Unified Aesthetic
- » Future-Proof Adaptability
- » Easy Updates & Maintenance
- » Reduced Signage Clutter
- » Cost-Efficiency (Long-Term)
- » Streamlined Procurement



COMPONENT-BASED  
INTERIOR SIGN SYSTEM

Reach out to start your next signage project.

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