



# YOUR MOBILE STRATEGY STARTS HERE



*The Wayfinding Solution from Gozio Health has earned the exclusive endorsement of the AHA.*

## Patient Experience, Wayfinding, and the Bottom Line

Navigating through hospitals can be difficult for patients and can have a direct effect on patient experience adding anxiety to an already tense situation. A mobile wayfinding platform can exceed patient expectations by providing visitors a door to door experience that guides them to the hospital on time and with less stress.



A 2016 Deloitte study revealed that patient experience is a critical litmus test for a hospital's bottom line. **Hospitals with better patient-reported experience scores have higher profitability.**<sup>1</sup>



Excellence in patient experience is also directly linked to increased revenue through HCAHPS scores. **Hospitals that provide superior patient experience generate 50% higher financial performance.**<sup>2</sup>

1. <https://www2.deloitte.com/us/en/pages/life-sciences-and-health-care/articles/hospitals-patient-experience.html>  
2. <https://newsroom.accenture.com/news/us-hospitals-that-provide-superior-patient-experience-generate-50-percent-higher-financial-performance-than-average-providers-accenture-finds.htm>

## Why Mobile Wayfinding?

The expressed user need of wayfinding hooks patients to adopt a hospital's app, but it is the feature-rich content that maintains engagement. The analytics of a feature-rich mobile application that includes indoor wayfinding reveal that 76 percent of individuals who download a custom hospital-branded, wayfinding app reuse the app for additional features offered.

**1/3**

of hospital-branded app users return to the app to review urgent care wait times and the *Save my Spot* feature.

**1/2**

of users access their medical records, having a significant impact on Meaningful Use.

**2/3**

of users return to look up hospital amenities.

**3/4**

of users return to search physician directories.

These statistics are based on adult, university and children's hospital systems, each requiring a unique set of needs outside of wayfinding.

# Gozio's Turnkey Mobile Platform Delivers



**Wayfinding Technology**  
Indoor and outdoor navigation for the entire hospital system



**Content Management**  
Update services, amenities and physicians in real time



**3rd-party Data**  
Import and integrate existing data



**Analytics**  
Create surveys and review patient engagement



**Kiosks**  
Deliver maps and content to kiosks for the episodic hospital visitor



**IT**  
No broadband or network log on required

For patients and guests to stay active and engaged with your hospital-branded mobile app, the user experience must be a memorable and personal one. It is more likely that patients will adopt the hospital app for navigation and then return to the app.

## Examples of popular customizable features include:



Physician directories, with navigation to their locations



Access to medical records



Transportation options



Easy access to available hospital services and amenities, with navigation to their locations



Real-time urgent care or emergency department wait times



Bill pay



Appointment changes or scheduling



*Save my Spot* appointment scheduling at urgent care clinics to alleviate time spent in the waiting room



Virtual visits

## Get started with your hospital branded mobile app

Please visit [goziohealth.com](http://goziohealth.com) | [info@goziohealth.com](mailto:info@goziohealth.com) | 772 444 6946