

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.**¹



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.**²

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



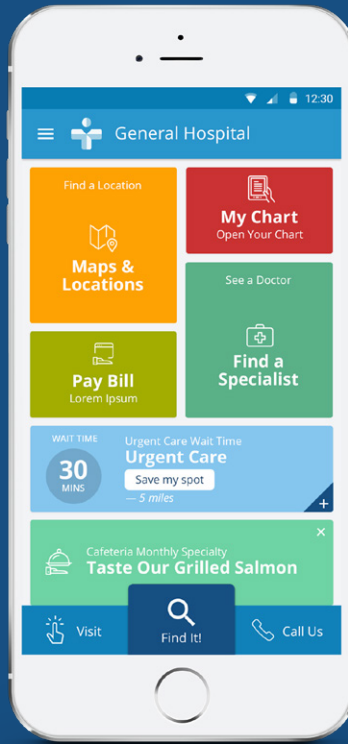
Wayfinding Technology
Indoor and outdoor navigation for the entire hospital system



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 | info@goziohealth.com | 772 444 6946