



# YOUR MOBILE STRATEGY STARTS HERE

## Experiential Wayfinding

### A Must Have for Improved Patient Experience

The role of mobile wayfinding solutions has quickly changed from a novel, nice-to-have service offered to patients to an essential component of a patient-centric approach. Experiential mobile wayfinding has proven to be a valuable channel for health systems to engage with patients – before, during and after each encounter – in a way patients welcome.



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>

### A Pathway to the Patient

Digital, experiential wayfinding does not only put patients and visitors on the best path to their destination, it gives the provider organization an important pathway to the patient. Analytics from Gozio hospital-branded wayfinding platforms reveal that 76 percent of individuals who download the app for wayfinding return to use 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.

**+50%**

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

**2/3**

of users return to look up hospital amenities.

**+80%**

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 Mobile Platform Delivers



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



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



**API Integrations**  
Improve access to care with deep integrations of EHR, Urgent Care wait times and *Save my Spot* scheduling



**Analytics**  
Create surveys and review patient engagement



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



**Turnkey Installation**  
No broadband or network log on required

## Make Your Hospital's Mobile Experience a Memorable One

For patients and guests to stay active and engaged with a hospital's mobile platform, 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 useful features include:**



Physician directories, with navigation to their locations



Deep integration with EHR and 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



Virtual visits



Appointment changes or scheduling



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



Bill pay

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