


# Rose Garden

Time limited parking  
Electronically monitored area

 QEII Medical Centre is a smoke and vape free campus

## Terms & Conditions

- I agree to abide by the Queen Elizabeth II Medical Centre (Delimited Site) By-Laws 1986 as amended.
- The Car Park Owners & Operators accept no liability for the loss of, or damage to, vehicles parked in any car park operated by either on the QEII MC site.
- Entering inappropriately or without proper authority is an offence.
- Vehicles must be parked in a marked bay at all times.
- Moving a vehicle to a nearby parking space when the time expires to stay longer is not permitted. If the vehicle remains within the overall parking sector the time limit does not recommence.
- Commercial Vehicles allowed in Loading Bays only. Commercial Vehicles found parked in Set-down/ Pick-up bays or non-commercial vehicles found parked in Loading Bays may be subject to an infringement notice.
- No motorcycle parking permitted.
- Failure to comply with these conditions will lead to an infringement notice being issued.



SPEED LIMIT

## QEII Medical Centre Wayfinding

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## Signs of Good Healthcare

2020 has been a year of acute focus on our health and healthcare in general. There is nothing like a global pandemic to shift the nation's attention to the capacity and competency of hospitals and healthcare services. Whilst Australia's response to Covid-19 has been gold standard, so far the efficiency of our healthcare centres has come under the microscope. Not only from the medical perspective, but also in terms of their ability to cope with an influx of patients and visitors.

In this Case Study we review the vital role of wayfinding signage at hospitals. Whilst non-medical, it is very important gauge of good healthcare facility. We ask how hospitals can establish best practice for their facilities. What are the vital signs that enable patients and visitors to access and navigate around these facilities and campuses with ease?

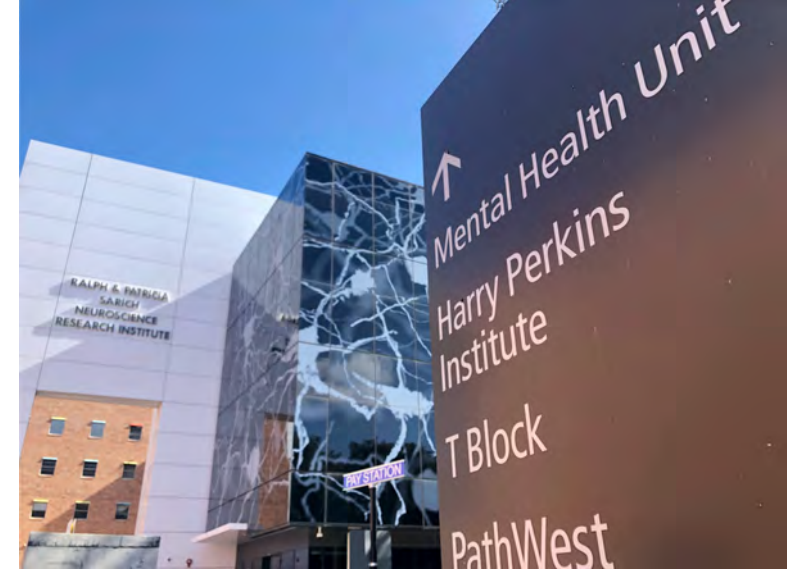
## A Labyrinth of Wards & Corridors

Hospital environments are complex and emotional places. Because of this, they are prime candidates for excellent signage solutions. We understand that medical facility managers have a unique challenge. How can users be steered to the right location and navigate a labyrinthine maze of wards and corridors

with ease? Wayfinding signage is the answer.

We understand that all hospital users will think differently. Wayfinding uses a series of visual cues such as maps, directions and symbols to help guide them to their destination. Key is to develop a coherent strategy that offers a hierarchy of signage instantly relatable to users.

Reducing the stress of a hospital environment becomes a key goal of effective wayfinding systems. The Signs & Lines team will work closely with you to ensure your wayfinding signage is clear, strategic and workplace compliant. And we have demonstrated experience in this field!



## External Wayfinding Solutions at QEIIIMTC

In the external areas of a hospital campus, building signs, regulatory and directional signage are vital. A good wayfinding strategy will see on-brand, directional totems, monoliths and pylons being used to guide pedestrians, motorists and public transport users. For QEII Medical Centre Trust, Signs & Lines has designed, manufactured and installed over 45 external wayfinding totems around the campus in a couple of stages.

In mid-2018 we completed Stage 1b. This involved the design, manufacture and installation of six identical large totems at 3.3m high with directional information displayed, plus three 2m monoliths. During Stage 2 in 2020, we added twenty-eight 3m double sided pedestrian markers with integrated site maps, and nine 2.4m double sided vehicle traffic markers across the campus.

Design for both stages of work followed a consistent theme. It was stylised to be simple, informative and easily recognisable as belonging to the QEII Medical Centre campus.

The signage provided wayfinding from and to staff parking areas, visitor carparks, provided traffic information such as 'No Exit' and speed limits. Integrated but updatable site maps are displayed in snapper display frames with over 25 map legends.

Given the complexity of the site, arrows clearly indicated directions to the various medical centres eg. Harry Perkins Institute, rest areas, Rose Garden

and local streets. Each totem has a prominent alphabet letter at the top to provide location assistance eg. R, T, S. Whilst these details appear minor and obvious, good healthcare wayfinding needs to accomplish a lot of detail delivered simply.

Installation in complex healthcare environments requires diligence and expertise. The labyrinth of underground services necessitates careful planning, scanning and care. This attention to detail is what makes our Signs & Lines team specialists in this type of environment.



## Digital Wayfinding Signage

Many hospital facility administrators are turning to digital signage to enhance the customer experience. A digital signage platform will improve the overall proficiency of the facility. Not only is customer satisfaction important, the use of technology is clearly the way of the future.

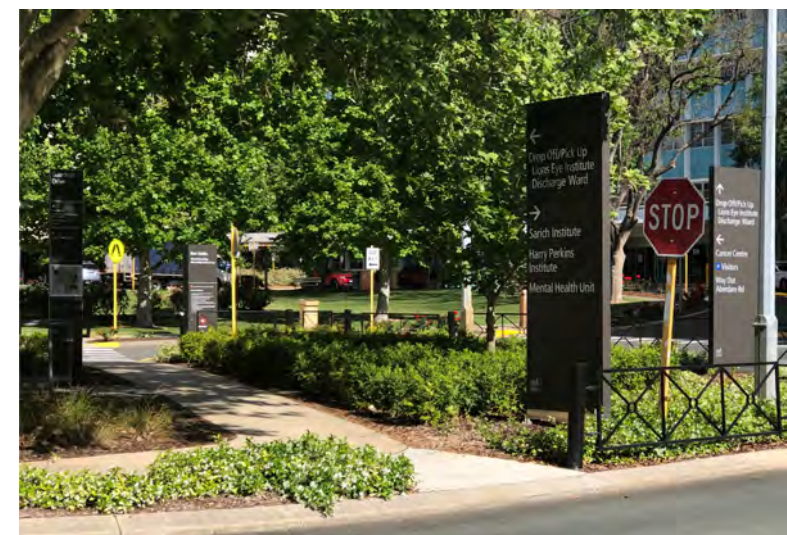
Working with hospitals to provide interactive tools that help visitors navigate the campus is a key strength of our Yap!digital team. Some of the applications our Yap!digital team might recommend are listed below:

- **Video Walls;** ideal for Reception/Welcome areas and visitor waiting rooms. Featuring value added content about the hospital, such as healthy living alerts, pandemic updates, news/weather, human interest stories and feel-good videos. A video wall will help to provide a positive environment round the clock.
- **Interactive Digital Kiosks;** ideal for patient check-in, waiting rooms. Kiosks help first-timers know where to go and provide essential information such as facilities, restrooms, café, shop, chapel, smoking areas, emergency protocols etc.
- **Digital Displays:** a waiting room staple. Ideal to relay information and messages about the healthcare facility services, emergency protocols, run promotions for health products and show upbeat content that portrays an optimistic outlook.

- **Interactive Map Tables:** will help visitors navigate from A to B through the maze of corridors and wards.
- **Digital Door signage:** Digital displays showing patient, doctor and nurse information. Updated in real time. Ideal in high patient turnover areas.
- **Interactive In/Out Board:** Personnel attendance and patient data can be kept on an interactive IN/OUT board in each ward. This helps doctors and nurses track where they need to be, and where their patients are, with ease.
- **Sanitising Stations:** Use of digital display screens in conjunction with the all-important role of sanitising gives opportunities to spread messages about housekeeping, promotions or advertising revenue opportunities.
- **Temperature Sensors:** Again, used in tandem with digital display screens this gives a hospital vital advertising revenue potential.

Content for the digital technology can be pre-programmed or streamed live to one or multiple assets. This will provide relevant, timely information. Use of a Content Management System (CMS) will ensure that the right messages are available at the right time. Our team offers training on content creation and management, or can do the work for you.

For more ideas and information about digital signage applications, refer to our website: [www.yapdigital.com.au](http://www.yapdigital.com.au) or view our Case Study that outlines the applications and benefits of digital signage in healthcare environments.



## Wayfinding Signage Audits

Our experienced team have worked in hospitals to assess the effectiveness of existing signs and make improvement recommendations through a detailed audit.

Signs & Lines were commissioned by the Child and Adolescent Health Service to evaluate the signage and wayfinding at Perth Children's Hospital (PCH) in 2020. PCH opened in 2018 as a 298-bed facility that is Western Australia's specialist paediatric hospital and trauma centre.

After 2 years of operation an assessment of signage and wayfinding was required as a result of user feedback. Our team conducted a thorough audit to consider changes to pedestrian flows and signage throughout the hospital campus. Included in the audit were the entrances, car parks, basement, loading dock, end of trip facility, Sir Charles Gairdner Hospital Link Bridge and tunnel plus all the clinics, wards, lift lobbies and offices.

From a similar analysis of the hospital signage, we were asked to find out if users could identify their exact location in the event of an emergency. Our findings and gap analysis was provided with recommendations for improvements.

### Take your Hospital Signage to the Next Level

In the same way that excellence in medical treatments is a given, so too is the importance of reducing stress and providing users with the tools

to be comfortable when accessing hospital facilities. Both go hand in hand, and are vital for customer satisfaction, well-being and safety.

Fundamentally, through the right combination of static and digital signage, hospital wayfinding signage can really make a difference to the customer experience. We help healthcare facilities find the right signage for their environment, working to find the best combination of digital and static signs.

Our team of professionals are just a phone call away. For help or advice on any aspect of hospital signage call the office today on + 61 8 9274 5151 or email [admin@signsandlines.com](mailto:admin@signsandlines.com) today.

We're ready to start talking! Speak up now about your next project or idea.





To discuss your own signage strategy please don't hesitate to get in touch.



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