



Myths of HEALTHCARE WAYFINDING

More signs = better wayfinding.

The best solutions incorporate fewer, better tools for wayfinding. The goal is to say less so people understand more.

“Intuitive” architectural cues are understood by everyone.

Interior design cues can be an important part of a comprehensive wayfinding solution, however, people observe and interpret this visual information on a spectrum – good wayfinding supports and reinforces these cues.

Color coding works for everyone.

Planning for those who have limited vision or may be colorblind is critical. Wayfinding works best when multiple cues are incorporated.

Mobile apps fix wayfinding problems.

The latest shiny new thing is not going to be the silver bullet for wayfinding. Considering diversity is crucial; there are many people in every community who are unable, uncomfortable with, or disinclined to adopt these technologies.

The patient experience starts when people get here.

Clearly, interactions begin well before the patient and family arrive at a healthcare facility. Good wayfinding is a reflection of your branding efforts as well as a commitment to providing patient-centered care.

Wayfinding is marketing.

Internal departments often believe it’s necessary to appear on exterior signage, or the building itself to serve as a marketing function. At best, it can overwhelm people approaching the building with too much information. At worst, it can confuse them about the actual location of the internal destination.

Everyone understands “Medical Speak”.

The healthcare industry is full of acronyms and confusing medical jargon. It’s best to use simple everyday language.

If we work hard enough, we can fix the problem.

You can’t expect to see what is creating your wayfinding issues while you’re immersed in them. An outside consultant can be the fresh set of eyes to correctly identify the issues based on observations and experience.

Wayfinding is a single project.

Wayfinding is an evolutionary challenge, requiring an evolutionary solution. Wayfinding is an ongoing project that fluctuates as your facility experiences change.

Wayfinding is someone else’s problem.

Every staff member should be trained to use the available tools and speak in a consistent manner about wayfinding.

