![Gozio Health logo]

Adopting Mobile Wayfinding to Provide Exceptional Patient Experience

The Lennar Foundation Medical Center, University of Miami Health System

Location: Coral Gables, Florida
Type: A 200,000-square-foot outpatient center
Facilities: Specialized, individualized care for cardiology, a comprehensive diabetes center, imaging services, mammography, neurology, oncology, ophthalmology, LASIK services, otolaryngology, outpatient surgery, physical therapy and human performance by EXOS, pain management, primary care, sports medicine, urology, women's and men's centers, the University of Miami Student Health Service, and more.

Challenge

University of Miami Health System (UHealth) is the only academic medical center in the Miami area. In other areas of the country, academic medical centers claim about 20 percent share of the health care market. UHealth claims only 6 percent. The main hospital in the system is located in downtown Miami, but the bulk of area residents live outside the city and aren't willing to travel downtown for most of their health care. "We have created an incredible system that people can't access," says Ben Riestra, Chief Administrative Officer of the recently opened Lennar Foundation Medical Center in Coral Gables.

Solution

The centerpiece of the UHealth solution is a state-of-the-art facility on the Coral Gables campus (nine miles from the downtown hospital), the Lennar Foundation Medical Center, which opened in December 2016. The outpatient ambulatory care center is, in essence, a fully functional hospital — minus the beds. "It has the chassis of a 90-100 bed hospital," explains Riestra, including a full range of clinical services and Centers of Excellence, all available on an outpatient-only basis. The building was designed for easy access. From the first contact to make an appointment to the post-discharge meeting, the planners put the patient at the center of the process. For instance, optical services are located close to diabetes care so that patients can easily move from one department to the next. Riestra calls it an interdisciplinary, multi-specialty care model with a focus on the individual. Modular stainless steel walls in the operating room making it easier for future facility modularity and helps promote best standards in infection control and prevention.
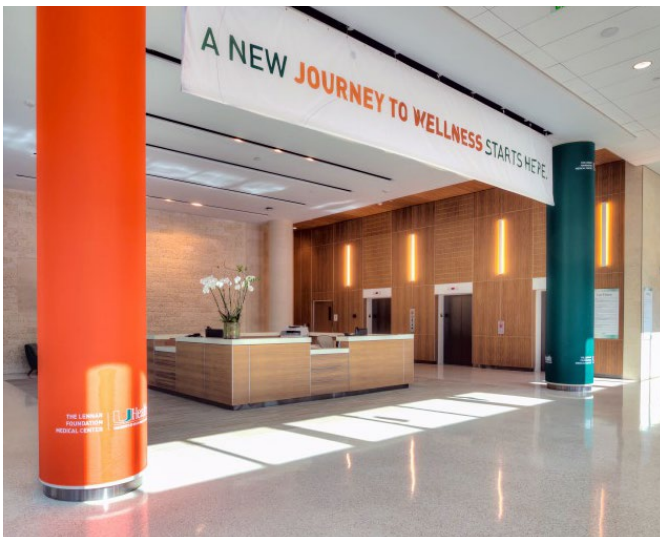
UHealth invested in state of the art technology to address the wayfinding piece of the accessibility puzzle. They partnered with Gozio Health to develop a mobile platform that included indoor wayfinding. Patients and visitors use the app to look up the location of a UHealth
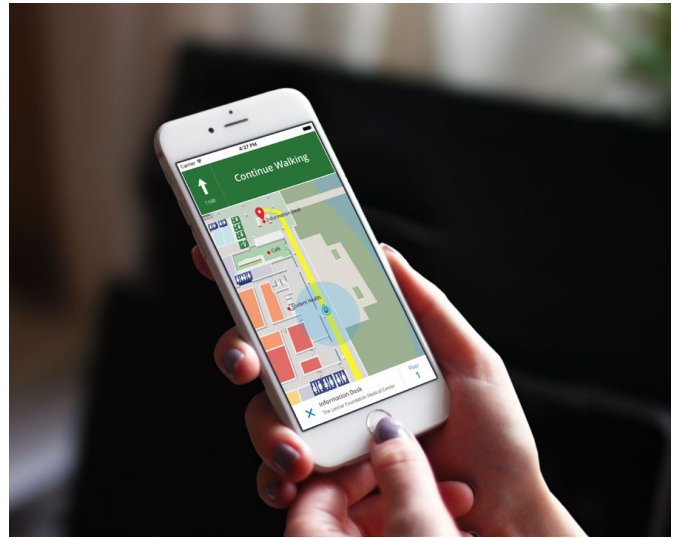
provider and are guided with a "GPS-like" experience from the time they leave their house, to the right parking garage, and to their appointment destination. This indoor navigation experience removes the stress of finding their way around the new facility and provides the comfort of knowing they will arrive to their appointment on time. While visitors are at the facility, they can also use the app to access their medical records as well as additional hospital services and amenities. For instance, if they are hungry, visitors are directed to the café and can review the menu before they arrive.

But accessibility is about more than building design. It's about feeling welcome and comfortable with the people. Hiring the right people — instead of moving people from the downtown hospital, about 70% of the staff at the new facility come from outside the organization. "This was very intentional," says Riestra. "This is a different model of care, a different way of seeing patients."

Technology also helps increase accessibility. Patients have a choice of registering with a staff member or at a kiosk — which saves time. Nearly two-thirds of patients choose the kiosk. The system takes a photo of the patient as part of the process. When the clinician is ready to see the patient, a staff member goes up and greets the person instead of yelling out the name.

Part of the exceptional experience offered to visitors at Lennar includes piano performances in the lobby, a partnership made possible by Steinway & Sons, while an exclusive art collection was placed throughout the building. Visitors can use the wayfinding app to take a guided tour of the art collection to further the welcoming experience. When visitors leave the facility, the app guides them back to their car and offers them a couple of questions about their experience — providing real-time feedback to staff about how well they met the guest's needs that day.

"With all the features this app has to offer our patients, it has been a real game changer."

Ben Riestra, Chief Administrative Officer
Lennar Foundation Medical Center

Results

Analytics show that 87% of patients and visitors who download the University of Miami wayfinding mobile app return multiple times to use the app for additional features such as physician directories or MyChart access. Real time feedback allows them to address any areas that needed attention and ensure patients receive the exceptional experience that is Lennar's mission.

Given the success of the new mobile app to provide easy access to the Lennar Foundation Medical Center, UHealth has expanded the platform to include system-wide navigation for all its hospitals, specialty centers and clinics to go live December 2017. This includes University of Miami Hospital (UMH), Sylvester Comprehensive Cancer Center/University of Miami Hospital and Clinics (UMHC), Bascom Palmer Eye Institute, as well as the UMH and Soffer Clinical Research Center parking decks and more than 30 other satellite locations. "UHealth's commitment to providing the best innovations in patient care extends to improving

the patient experience before they even walk through the door," says Dr. David Seo, CIO and Chief Medical Informatics Officer. "With mobile wayfinding, patients can rest assured they have a navigational tool for their health care journey at their fingertips."

While the challenges are on-going, UHealth's hospital-branded mobile wayfinding platform engages patients system-wide, provides easy access and obtains real time feedback, moving the hospital system closer to the goal of providing exceptional patient experience at all facilities.
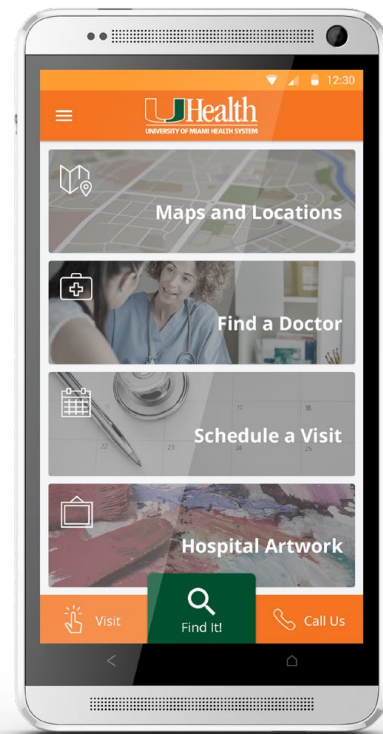
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