

OSF Saint Francis partnered with CS&G to improve the patient experience and throughput by implementing enhanced Wayfinding.

After extensive input from stakeholders, CS&G recommended a color coded zone concept to build on their existing room number sequence. This unified terminology was helpful to staff and visitors alike.

CS&G designed a printed/on-line "Patient & Visitor Guide Campus Map" that OSF produces and updates in house.

OSF/CS&G rolled out an extensive interior directional sign system supplementing their existing identification signs with immediate strong ROI indicators.

Our Campus is divided into zones to help you find your way around.

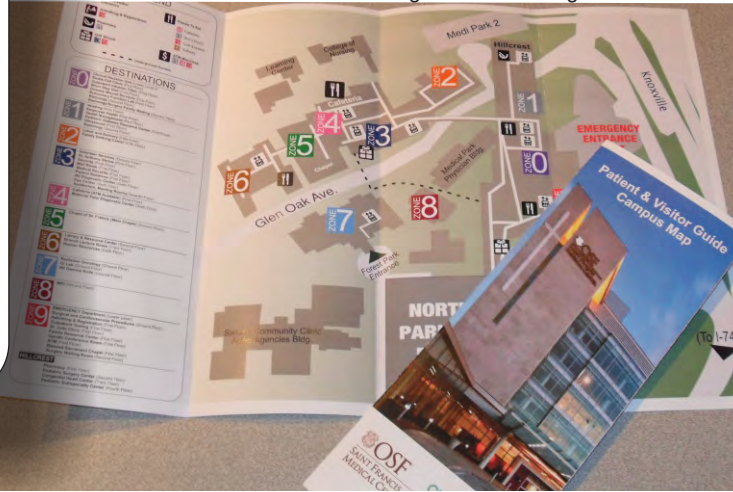
The first number is the floor, the second is the zone, and the third is the room number.

For example, room 3215 is on the third floor, in zone two, room 15.

FLOOR **3** ZONE **2** ROOM # **15**

Patient room numbers in zone 9 have three digits.

The first number is the floor
The last two are the room number.



OSF
SAINT FRANCIS
MEDICAL CENTER

Project Name/Location:
OSF Saint Francis Medical Center,
Peoria, IL

Consists of:
Saint Francis Medical Center
(a 575 Bed hospital),
Flagship Facility of 9 Hospitals with
1,347 Beds
Children's Hospital of Illinois
St. Jude's Clinic Midwest

DIFFERENTIATED STRATEGIES
ORCHESTRATED BY CS&G:

- Diagnostic Tools**
Online Stakeholders Survey
Subjective Survey
Review Construction Plans
Industry Data Comparison
- Wayfinding/Carefinding™**
Design Consultation
Collaborate With:
Facility Staff/Thoughtleaders
Design & Construction Team
- Incorporated Emerging Technologies**
At Home & At Site Interactive
Digital Displays/Kiosks
- Terminology/Pathway**
Simplification/Unification
Extensive Staff Education
- Collateral Aids**
Pre Site Visit Information Enhancement
Concierge & Valet Parking In Service
- Visitor Maps/Guides**
Artwork For All Media
Produced Initial Visitor Guide
- Sign System Implementation**
Comprehensive Graphic Standards
Multi Phased Exterior & Interior Signage
Design, Fabricate & Install