



NEOCON 2010

# Enhancing the Healthcare Experience through Digital Art, Messaging, and Wayfinding

**Date:** Monday, June 14  
**Time:** 9:30 AM - 10:30 AM

**Speakers:** **Jamie L. Millican** - *Principal*  
Millican Jones Interior Planning and Design  
**Deborah Roundtree** - *Creative Director*  
Roundtree Visuals

Millican  
Jones

INTERIOR PLANNING + DESIGN

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## Introduction

Our presentation will tell the story of how digital technology was incorporated into the larger design context of the new El Camino Hospital (ECH) in a way that has created a positive experience for patients, family, staff, and the community.

El Camino, a full-service, acute-care community hospital, is located in the heart of Silicon Valley. Consistently ranked as one of the leading hospitals in the area, ECH is distinguished by high-caliber staff and physicians, comprehensive and innovative services, and a long history of community service. The quality of their inpatient nursing care was recognized by HCIA, which named ECH one of the top 120 hospitals in the country, and ECH was the sole recipient of the Solucient President's Award for Customer Satisfaction from among 300 hospitals nationwide — the first hospital in the survey's history to have scored high enough to earn the President's Award.

## Client Vision and Goals

In planning for their new 241-bed replacement hospital, ECH had the opportunity to fulfill their overarching vision for a new patient- and family-focused facility in which to deliver and be recognized for world-class healthcare.

In our presentation, we will show the ECH facility goals as well as the ECH business strategy goal --and how they brought us to the value-added solution that has been so successful.

## Technology Convergence and Interior Design

According to *Popular Science*, the new ECH facility is “the most technologically advanced in the world”. It named ECH “the home of high-tech health care” in its series “Best of What’s New in 2009.” Learn how all of this incredible medical technology inspired us to think differently about interior design elements.

## Enhanced Communications and Building Business Value into Design

Today, we are increasingly connected, using new forms of electronic social media, from Craig's List to Facebook. Research has proven that **trust** continues to be the most important criterion for referrals. For hospitals, trust happens when patients, visitors, and staff have an **experience** worth talking about. Interior design is about creating an experience that responds to a variety of needs on a variety of levels. In our presentation, we'll discuss how our design solutions for digital media were crafted from programmatic needs for creating a positive, healing experience while also reinforcing the hospital's brand.



### **Integrated Digital Content Distribution Platform**

As part of the design program, we developed a content distribution strategy that evolved into four key elements, with both interior design and content solutions.

- **Digital Art**
- **Digital Messaging**
- **Wayfinding**
- **Conference Room, Class, and Event Scheduling**

### **Implementation**

Integration of these types of digital technology involves a different planning approach as well as the extensive involvement and coordination of many team members, which will be diagrammed in our presentation. We will also highlight some of the unanticipated levels of detail required in physical needs assessments, content development, software programming, and software compatibility testing.

### **Conclusion**

Although development of the integrated communications program was often challenging, the end result is:

- **Excellent integration of multiple goals and objectives**
- **Enhanced performance using advanced visual and technical components**
- **New capabilities to reach people and reinforce ECH's brand**
- **Improved connection to diverse stakeholders and constituencies**
- **Adaptability in messaging content and application**

And last, but most important of all:

- **A soothing, calming, and trust-worthy healthcare *experience***

“The digital communications program was an absolutely fabulous concept, brilliantly executed within the interior design and planning of the organization. It was an elegant way to incorporate the ECH brand literally into the fabric of bricks and mortar, with an easy-to-change, low-cost communications vehicle. The digital graphics are so much more appealing and functional than static poster frames, which don't give this kind of flexibility.”

**Stacey Paynter, *Strategic Connections LLC (El Camino Hospital Marketing Consultant)***



**Millican Jones was responsible for interior planning and design of the new replacement hospital for El Camino Hospital, collaborating with the client and KMD Architects on every phase of the project. From the meditative labyrinth in the lobby, through the uncluttered sweeps of corridors with clear views of the gardens, we designed an environment that minimizes the stress that people have around hospitals, and instead created positive experiences throughout.**

Jamie Millican, CID, IIDA, Assoc AIA  
*Principal*  
[www.millicanjones.com](http://www.millicanjones.com)

**Roundtree Visuals worked closely with Millican Jones at El Camino Hospital to create digital art with messaging for ten elevator lobbies, and we provided digital art for two high-stress waiting areas. Our software and design template allows messages to be embedded into digital artwork. A simple admin panel allows personnel to update messaging within minutes, which keeps the visitor experience fresh.**

**Our other collaboration involved the creation of the programming and content for a 3-D interactive wayfinding display for El Camino Hospital.**

Deborah Roundtree  
*Creative Director*  
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