WAYFINDING WAY *BEYOND* THE POINT OF CARE DELIVERY

Empowering patients to experience an encounter with the healthcare system as hazzle-free and intuitively as possible requires equal attention to how users behave and to the guidance offered. Both before, during and after the actual point of care. Our vision is that the healthcare user journey of the future is coherently user-centered and seamless, regardless of the number of individual touchpoints it may consist of. This will allow care to move closer to home and provide patients with the tools and possibilities of becoming more independent and empowered users.

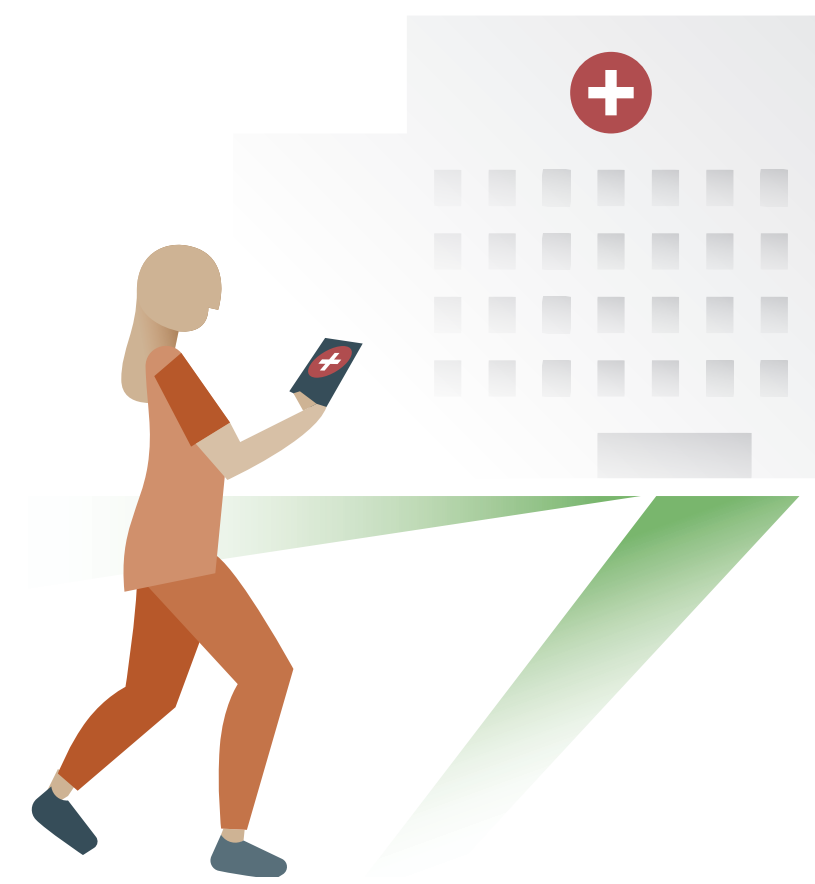Three concerns are key to successful implementation of an integrated wayfinding system:
- individual guidance for each patient (relevance)
- straight-forward language and easy to understand illustrations (simplicity)
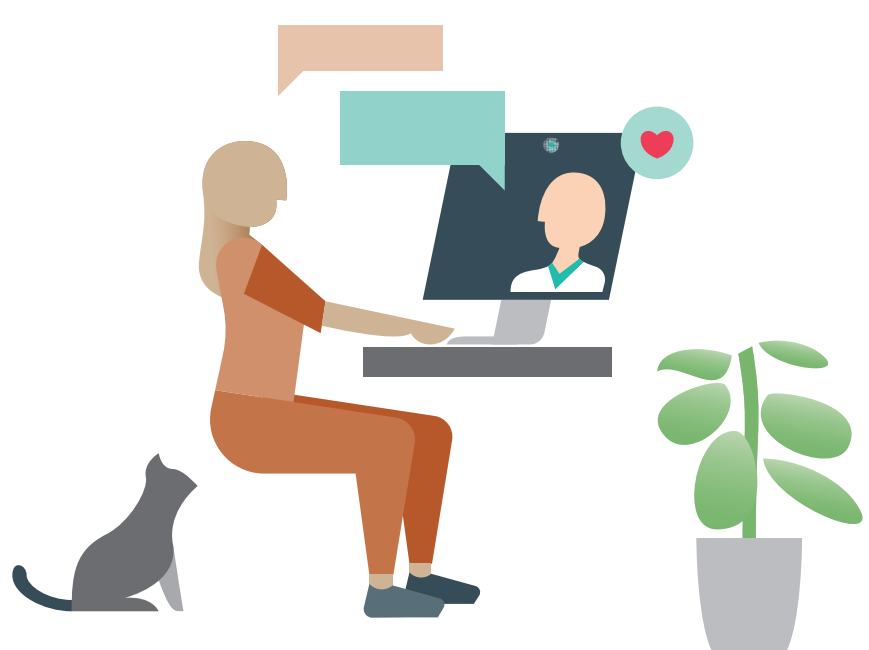- consistency with the information already received and expectations (meaningfulness)

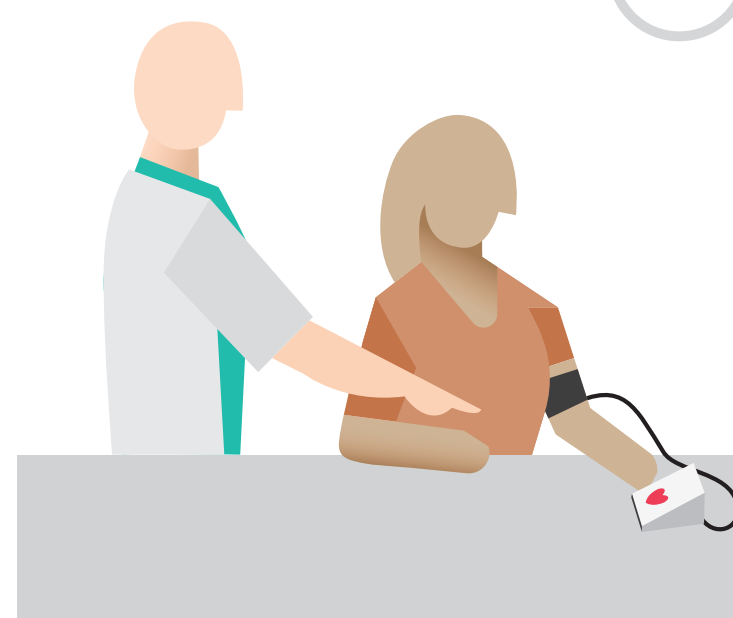**1** *The patient is being referred to a hospital by the GP to start a new course of treatment*

2 *Accessing a digital platform from home allows the patient to share all the new information with a partner or relative*
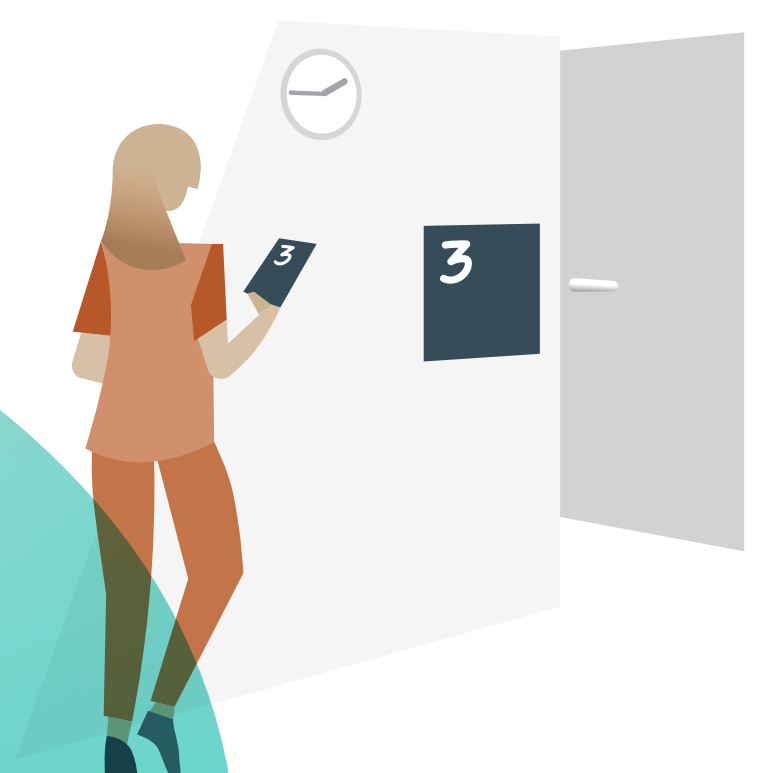
3 *On the day of the first visit to the hospital the patient uses personalised wayfinding information on a digital device to help reach their destination*

4 *Using the local wayfinding system alongside the digital wayfinding app the patient locates the right room and gets to the appointment on time*

5 *The patient is introduced to a new device for home monitoring and how to report the data in the online platform*

6 *After a period of time the patient has an online consultation with a MP who evaluates the data and refers the patient on to a local rehab centre*

7 *After the meeting the health care professional adjusts the patient's treatment plan online, including dietary issues and exercises*

8 *When the patient shows up at the rehab centre the physiotherapist is already informed about the patient's situation*