



# Redefining the emergency department

Experience design for a people-centric environment

**PHILIPS**  
sense and simplicity

# A transformation in healthcare – Philips Ambient Experience

Strengthen your vision, broaden your patient base, and demonstrate exceptional care by creating a truly transformational experience – an Ambient Experience. At Philips we believe a kinder, gentler approach to the healthcare environment benefits patient, family, and staff alike. Tempering the stress of a medical emergency enhances the overall quality and efficiency of care.

With a refreshingly creative eye, Philips integrates architecture, technology, process flow, and design to create a unique environment. Our Ambient Experience Consulting Team can help you craft an emergency department that is transformational in both vision and function.

Leveraging our expertise in healthcare technology and consumer design, we conduct a careful assessment of your ED processes followed by recommendations for adjustments to your clinical workflow and modifications to the surrounding environment.

These are intended to:

- Soften the impact of the ED for patients and their loved ones
- Improve cooperation between patient and staff
- Enhance departmental throughput



## A holistic approach to healthcare

Patient as “consumer” is now the norm. Well informed and selective, they simply demand more. An exemplary hospital experience goes a long way toward establishing a perception of quality and defining a loyal following. Design of the healing environment is an essential part of the equation.

With one of the world’s largest corporate research organizations, supported by an award-winning global design team, we deliver recommendations based on your individual institutional needs across four areas of focus:

- **Comfort** – build an environment that contributes to the well-being of patient and clinical personnel
- **Contact** – maximize interaction between medical personnel, patients, and loved ones by decreasing physical barriers
- **Workflow** – remove disjointed, cluttered, and isolated work areas that adversely impact staff efficiency and satisfaction
- **Personalization** – give patients a sense of control over their experience by allowing them to affect their surroundings

“Parents tell me all the time, ‘We’re so comfortable here with the staff and the environment, we don’t want to take our children anywhere else.’ ”

*Nicole Baxa, RN, Childlife Specialist, Florida Hospital for Children*



# Always a collaborative effort

As part of a Design Consultancy engagement, Philips collaborates closely with key individuals on your construction team to understand your unique culture, soliciting input from clinical staff, administrators, and patients. Our team follows a phased process, taking into consideration variations in budget, time, and space.



## More than just architecture

In contrast to the limited vision that you may encounter with a standard design process, the Ambient Experience Consulting Team looks closely at every aspect of the ED care cycle, from patient admittance to discharge (or in-patient transition). Every stakeholder group in the cycle is evaluated. Each pathway and interaction is mapped, from arrival on the floor to completion of duty. Patients, families, nurses, and physicians are quietly “shadowed” for insight into their emotional and physical experiences.

Based on our findings, we pinpoint areas we can positively influence through a combination of technology, spatial design, and workflow improvement. Our ensuing recommendations can be general strategies or detailed implementation plans.

## Ambient Experience goals are to:

- Improve the patient experience
- Enhance real and perceived quality of care
- Increase your operational effectiveness

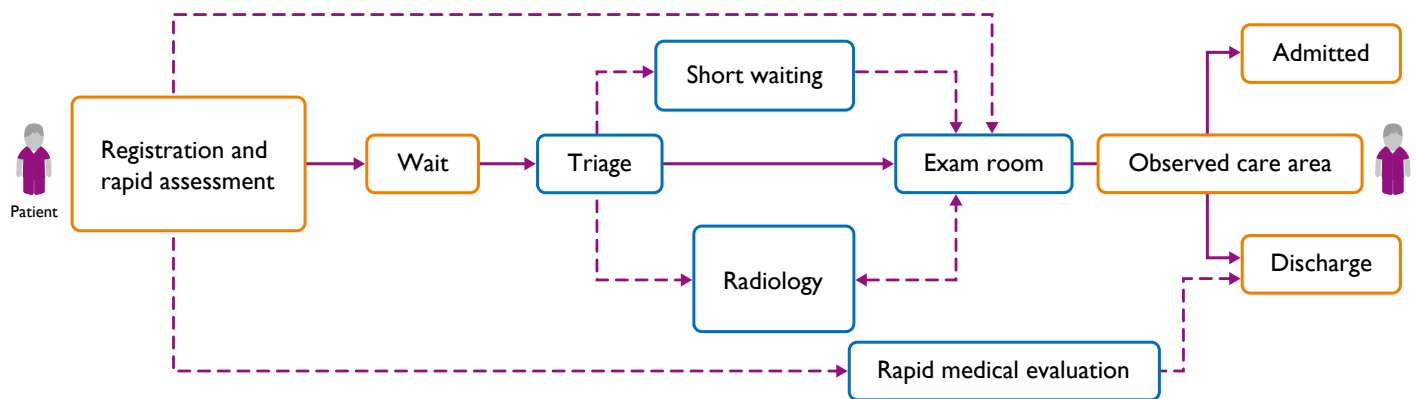


Part of the Patient Experience Assessment is a comprehensive documentation of each step in the patient's clinical journey.

## Differentiate your facility

Your Ambient Experience Consulting Team can include human factors specialists, sociologists, psychologists, interior designers, innovation consultants, and visual trend analysts. Many of our professionals are trained in evidence-based design with EDAC accreditation.

### Admission | Triage | Discharge



The Philips Ambient Experience design consulting process is unique in part because the complete patient journey is taken into account.

Various firms offer healthcare design services, but few do so with the patient journey as their compass. Our solutions are centered on a methodical analysis of the patient experience throughout the clinical process.

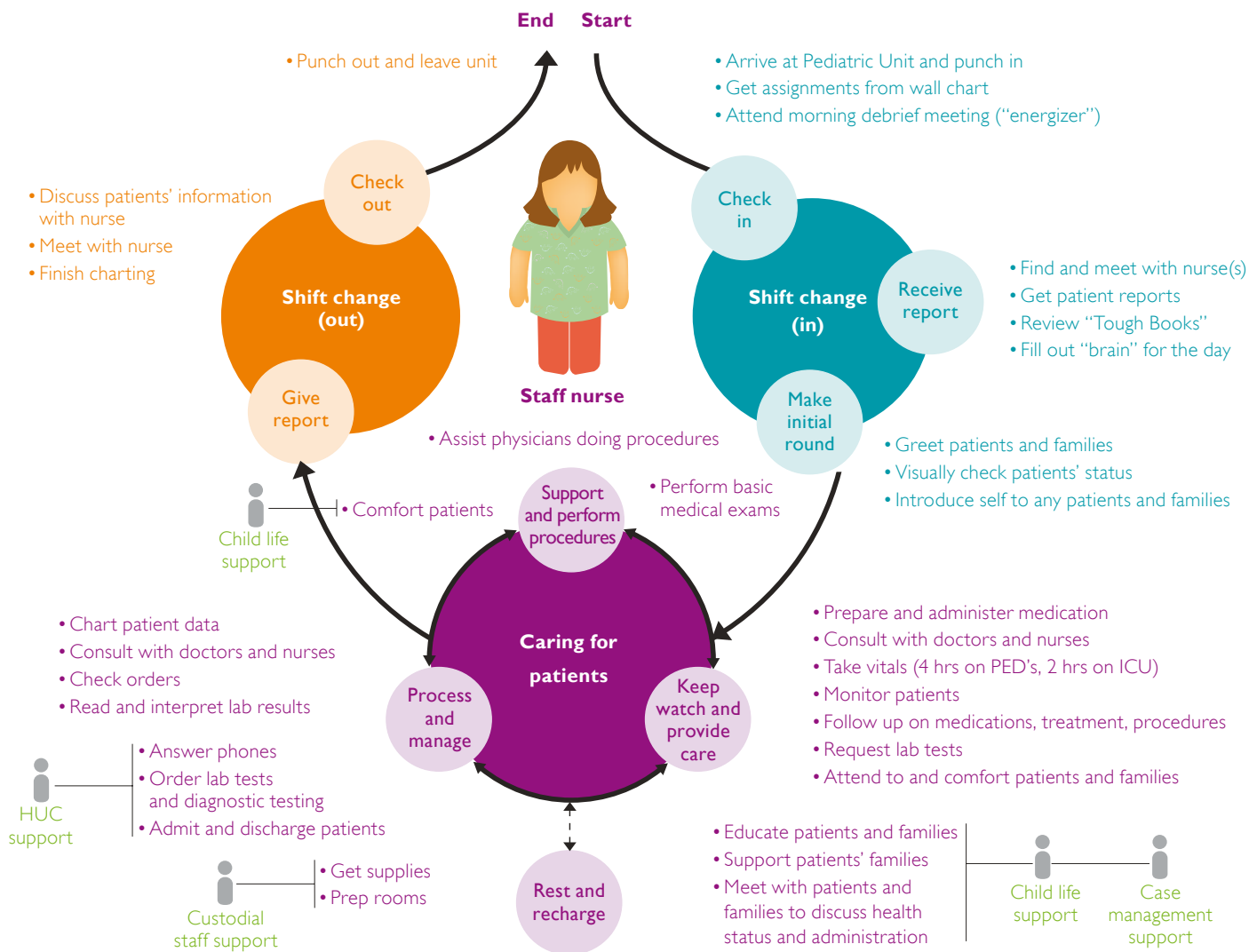
This unique perspective guides our work. Patient interaction patterns, clinical protocols, and departmental workflow are all considered and integrated into comprehensive recommendations for the new or renovated facility. We help link major construction efforts with your vision to offer extraordinary healthcare services.



# Document the target experience

Experience Mapping methodology is a powerful component of the Design Consultancy engagement. The engagement begins by defining a clear, desired target experience. The Ambient Experience Consulting Team conducts an on-site evaluation to draw out the needs of all stakeholders using shadowing and interviewing techniques. The result is an Experience Map for each key ED care cycle participant that visualizes the daily sequence of events, types of interactions, procedures and tasks performed, and workflow details.





An Experience Map for each key ED care cycle participant is created. A sample Experience Map for a nurse is shown above.



# Tailored solutions

Using the Experience Maps as a guide, solutions aimed at achieving the target state emerge. The Experience Consulting team will then work within your fixed set of clinical protocols and physical parameters to determine the optimum set of solutions for your space.



## Application throughout the department

In examination rooms, patients have the opportunity to select from a series of calming projections. Walls are covered with engaging moving images to help distract from the tension of the moment.

- Intelligent lighting sets the appropriate mood in the exam room
  - Consultation: comfortable, general
  - Rest and recovery: subdued, dusk-like
  - Examination and treatment: focused, intense
  - Cleaning: full, bright
- A central nurses station is positioned and designed to afford unobstructed sightlines to every examination room
- Recessed cabinetry, curved walls, and open spaces throughout the ED help clean and de-clutter the environment
- A welcoming, pleasant lounge area with interactive wall of light eases the anxiety of family members as they wait



Way-finding concepts of light and color help patients transition down a corridor.





Internet access and children's play corner enables families to stay in contact with work, relatives, and their daily routine.



Central seating in this community area encourages socialization and relaxation. A digital waterfall provides soothing ambiance.



Personal ambient lighting – circular, overhead, adaptive lighting offers patients and staff the opportunity to adjust to suit the mood and procedural requirements.



This centralized layout puts nurses and supporting staff in a communications "hub" where all resources converge to deliver exceptional patient care.

# Putting it into practice

The new Walt Disney Pavilion at Florida Hospital for Children includes a pediatric Emergency Department that stands as a case study on how the ED can be transformed by Philips Ambient Experience. Every aspect of the new pavilion exudes an attention to patient satisfaction and an example of Florida Hospital's commitment to creation of a people-centric environment.



Patients can select from a library of engaging animations to help them relax.

“I think it even helps me when I go into the room to do a procedure, the whole mood seems to be more peaceful and calmer. And I think it’s contagious to everybody else, both the staff and the patients.”

*Dennis Hernandez, MD, Medical Director, Emergency Department, Florida Hospital for Children*

“After all of the planning and work, when I finally saw the finished space I was in awe ... the feeling of openness and calm really lets us deliver the best care we can.”

*Lindsay Unger, Administrative Manager, Nemours Children's Hospital*

### Florida Hospital

Florida Hospital came to Philips with a request to create an Emergency Department that “stood above the rest.” They asked Philips to think outside the box to create an experience commensurate with their vision to be the best pediatric healthcare facility in the country.

“When we started planning this building we were looking for industry leaders to help us think through how to design a special place,” explains Tim Burrill, Administrative VP at Florida Hospital for Children.

“We invited Philips and they immediately said ‘Let’s step back ... what are your patients’ needs, let’s start there.’ And they did just that, moving through their established methodology to define our target experience.”

### Tangible results

The final installation was customized to suit individual requirements. “They enter our ED and they are going to see clean and light and color and they will experience choice. They walk into a room that instantly says, ‘This room was designed for me,’” says Marla Silliman, Senior VP at Florida Hospital.

Press Ganey™, a leader in healthcare performance improvement analysis, rates the Emergency Department at Florida Hospital for Children as the #1 Pediatric ED in the country for 2010. Their ED also rates close to the 100 percentile in patient satisfaction for the following:

- Cleanliness of ED – 99th
- Nursing care – 98th
- How well pain controlled – 96th

\* Philips has also added its Experience Design expertise to the Pediatric ICU, Pediatric PCU, and In-patient floors at the Walt Disney Pavilion.

## Realizing value

Philips can help you see your Emergency Department through the eyes of your patients, looking beyond the walls, the beds, and the medical equipment to the tenor of the space itself.

The result? A differentiating factor for your healthcare environment. Discover the transformational benefits of an ED redefined by Ambient Experience.



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