

Collateral aids across multiple media were brought into uniformity and targeted the first time user, with low reading comprehension under stress and in a complex environment.

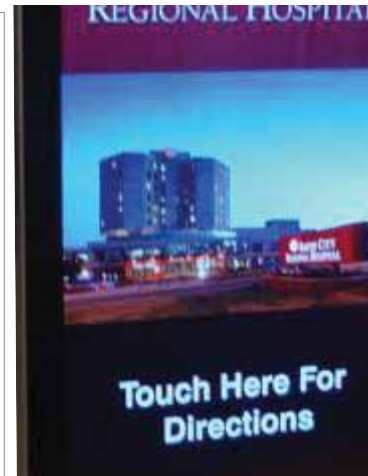
Some images provided by RCRH.



Wayfinding video for webcast and employee education

CS&G/Rapid City Implemented A Color Coded Zone System (Patient Floors Only) and Facility Wide Room Numbering System To Aid In Wayfinding and Aid Staff In Tracking Work Orders For Engineering/Housekeeping

The CS&G master plan of wayfinding included exterior and interior signage across multiple compasses



Project Name/Location:
Rapid City Regional Health,
Rapid City, SD

Consists of:
Flagship Hospital In Rapid City
Three Satellite Hospitals
Total 65 Medical Services Buildings

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
- Incorporated Emerging Technologies**
At Home & At Site Interactive
Digital Displays, Touchscreen Kiosks
- Terminology/Pathway**
Simplification/Unification
Extensive Staff & Public 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
- Donor Recognition Program**
Digital and static elements