



Before Inconsistent, visual pollution is how the client described the signage that existed

After CS&G introduced multilingual signage, color coded zones and simplistic terminology to improve wayfinding as this flagship location more than doubled in size and load.

Extensive policy and procedure signs were blended with the directional and identification elements.

Updated collateral materials improved at home information, has paid off with the patients.



Urban was able to provide an enhanced patient experience while doing more with less.



Project Name/Location:

Urban Health Plan

El Nuevo San Juan
Simpson Pavilion

Bronx, New York

Consists of:

Add onto existing 43,000 sq. ft. an additional 54,000 sq. ft.

To serve an additional 25,000 patients annually totaling 223,000 at 13 inner city sites.

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 & Interactive
- Terminology/Pathway**
Simplification/Unification
Uniquely Named Zones/Elevators
Staff Education
- Collateral Aids**
Pre Site Visit Information Enhancement
- Sign System Implementation**
Comprehensive Graphic Standards
Included Color Coding And Multilingual

Multi Phased Exterior & Interior Signage
Design, Fabricate & Install