

NAVIGATE CHI MEMORIAL FROM THE PALM OF YOUR HAND





SIGNS

Medical campuses are evolving entities; their growth can be complex -- buying the available office space next door, adding a new wing, or simply having to build vertically due to space restrictions. Even under the best circumstances these facilities may be confusing, but with the added stress and worry of illnesses or emergencies many patients and visitors experience, a medical campus can become a dizzying maze of corridors, elevators, and restricted areas.

Customer Satisfaction is extremely important to medical facilities - which makes internal wayfinding extremely important as well. Helping patients and visitors find their way to where they need to go quickly, easily and without confusion definitely impacts satisfaction.



The CHI Memorial PointsMap® can also be used on a Desktop interface before you leave home so you know where to park and which entrance to use.

The recently released CHI Memorial App provides Internal Wayfinding and many other features including “Find A Physician”. This App utilizes PointsMap® technology developed by Video Ideas Productions, a Chattanooga, TN based company.

PointsMap® is an online mapping software and App. This version is designed to aid healthcare facilities in providing the best experience to their patients and visitors. One of the most important features is Internal Wayfinding and turn-by-turn navigation inside the facility using the users smart phone.

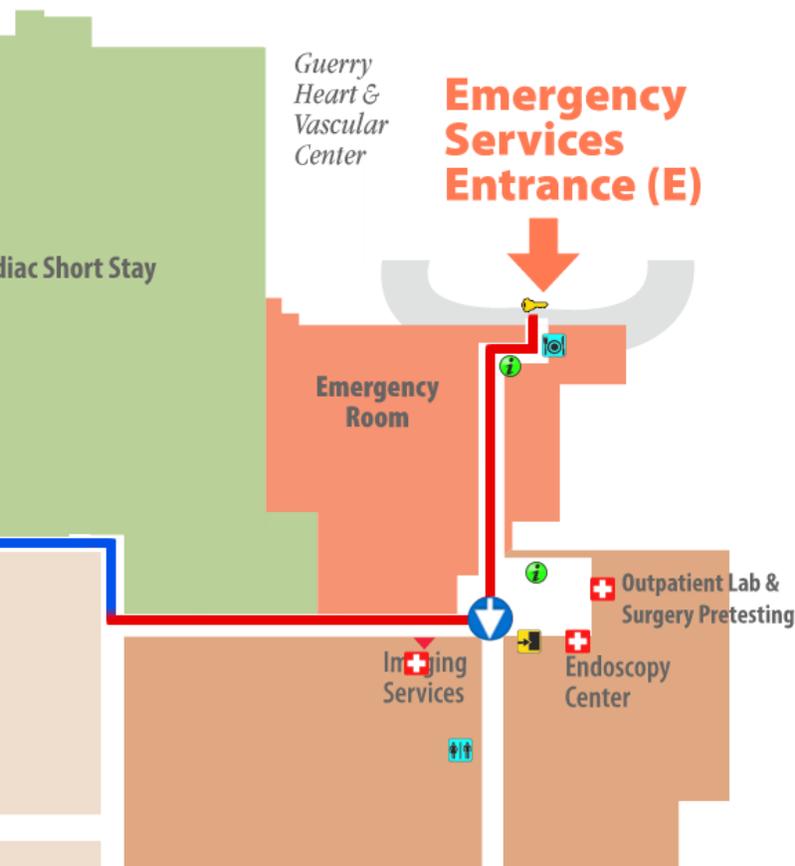
The CHI Memorial App includes inside maps for all floors of the main hospital on Desales Avenue in Chattanooga. The PointsMap® development team went floor by floor adding Points of Interest for key locations such as the Cardiac services and the Outpatient Lab as well as Elevators, Eateries, Restrooms, Nurses Stations, Services and even the Gift Shop.

Points on the inside maps feature photos and details such as “Cardiovascular ICU is on the 2nd floor. Park in the B-Blue parking area. Enter the Hospital using the B-Surgery Services entrance. Use the G elevator to go to the 2nd floor.”



QR codes placed through out the hospital help users navigate with smartphones.

QR codes have been placed throughout the entire facility so that when one of these QR codes is scanned with the CHI Memorial App scanner, it opens that point on the inside map, showing the user where they are and giving them an opportunity to navigate to any location - on any floor in the facility. It’s quick and easy to use.



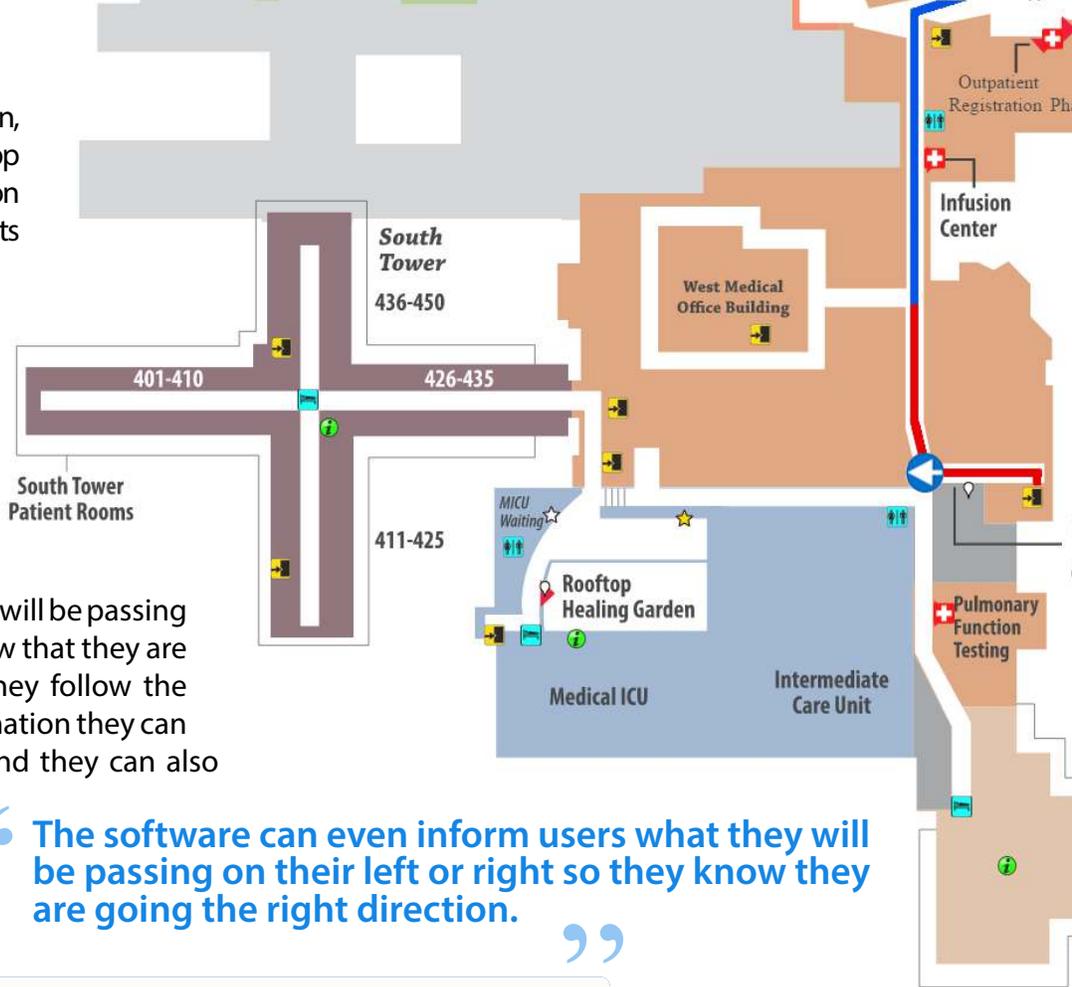
After you scan a QR code, select your destination and then follow the friendly turn-by-turn directions.

Tap “Get Directions From Here” and pick their destination from a list. The user can even filter this list by Elevators, Entrances, Food, Information, Patient Rooms, Restrooms, Services, Waiting Rooms, and more.

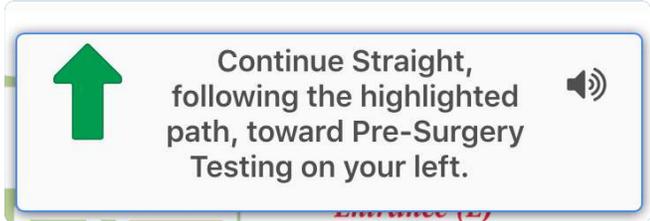
Once the user selects their destination, the CHI Memorial PointsMap® App draws the path on the floor plan on the users smartphone and segments the path step by step while providing friendly turn-by-turn instructions for each step.

As they walk each segment, they press the green NEXT button and the map displays the next segment of their route. The software can even inform them what they will be passing on their left or right so they know that they are going the right direction. As they follow the path walking toward their destination they can zoom in and out of the map and they can also click on any of the ICONS for the points they are passing to see the name and even a photo of what they are passing as they walk the segments to arrive at their destination. The software picks the best path, including the correct elevators when going to different floors.

PointsMap® even saves the users last path so when they are ready to leave, they can “reverse” the path and navigate back to the entrance where they came in.



“ The software can even inform users what they will be passing on their left or right so they know they are going the right direction. ”



There are many other features like the “Patient Room Finder”, “Find A Physician”, and “Quick Links” to Common Destinations as well

as detailed information about points – even including web links, PDF’s and video clips. The CHI Memorial PointsMap® App puts the entire facility “in the palm of the users hand”. It’s an indispensable tool for patients, visitors, physicians and staff.

Search for “CHI Memorial” in your App Store to download the free App. Visit www.memorial.org for more information about the App and to use the desktop version. You can also open the desktop version directly in a browser by visiting www.PointsMap.com/CHIMemorial.



Video Kiosks demonstrating the CHI Memorial App are placed at the information desks in the hospital.

For More Information about PointsMap®
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