Gap Analysis of Hospital Signages

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Gap Analysis & Study on the importance of signage and its significance for patient satisfaction and easiness to approach the different departments in a tertiary care hospital

Organization brief history and description

Max Smart Super Speciality , Saket was formerly known as Gujarmal Modi Hospital (unit of Gujarmal Modi Hospital & Research Centre for Medical Sciences) . It was acquired by Max Healthcare in 2012. It is NABH Accredited ,a 250-bed hospital with key specialties in Cardiology, Orthopaedics, Urology, Nephrology , Neurology, Paediatrics,Obstetrics& Gynaecology. The tertiary care hospital has over 300 highly experienced specialist doctors, nursing team , 12 high end Modular OTs, 50 critical care beds, Da Vinci Robotic System , advanced dialysis and endoscopy unit .

Organization Vision and Mission

Vision- To be most well-regarded healthcare provider in India committed to the highest standards of clinical excellence and patient care, supported by latest technology and cutting-edge research
Mission- To Serve.
With commitment and compassion in our heart, we deliver the highest standard of patient-centered care to those we serve.
To Excel.
From a dream team of doctors and specialists to support staff that goes the extra mile to deliver quality care, excellence is in our DNA.

Introduction

Hospital signage is a vital component of patient experience, operational effectiveness, safety, and brand reputation. They aim to guide, inform, and identify about the hospital services & facilities to the patients, visitors and staff. The types of signages include Navigation, Identification, Information and Statutory. Gap Analysis aims to identify the difference or gap between the current signage and ideal /required signage. This Study seeks to perform a gap analysis in the Max Smart Super Speciality Hospital, Saket including all floors and entrances to the hospital. As patients and visitors are already in a stressed mental state, poor or ineffective signage contributes to more frustration, patient/visitor dissatisfaction, negative perception of the hospital, lost appointments and higher staff disruption too.

Objective

1.To observe the existing signages in the clinical areas of the hospital, with personal perception and patient behavior.

2.To increase patient satisfaction and reduce staff load by improving the signages

3.To provide recommendations for improving signages based on the findings

Organization structure

- **Unit Head**
  - **Head Operation**
    - AGM-Ops
    - F&B Head
    - HK Head
    - FO Head
    - Engineering Head
  - **Medical Superintendent**
    - Quality Head
    - Pharmacy
    - OT
    - MRD
    - CSSD
  - **Head Sales & Marketing**
    - Upcountry
    - MECP
    - Corporates
    - International Business
  - **Business Analyst**
  - **Service Excellence**

Challenges faced during internship

-Gaps found in Hospital Signages
-Delays and Inefficiencies in TPA
-Challenge in Patient Communication

SWOT Analysis

Strength

•-Majority of signages are aligned with NABH Standards & Checklist
•-Observational study helped in real time case findings
•-Study spanned all of the hospital from entry to all floors

Weakness

-Major Department signage missing(OPD, IPD desk)
-Poor positioning &inconsistent signage at some places

Opportunities

-Digitize the signage system
-Improve the accessibility using braille

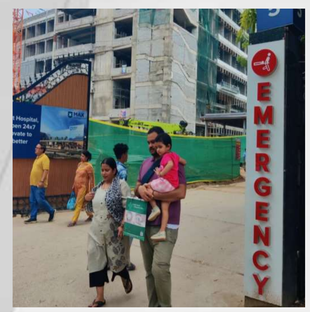
Threats

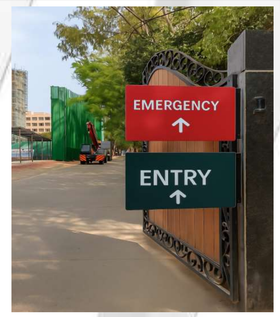
-Patient Dissatisfaction due to confusion and delays
-Brand image can be damaged
-Delays in Emergency situations

Methodology

1.Gap Analysis: - Existing signages vs desired signages
2.It was a Complete Observational Study. (03-06-2025 to 20-06-2025)
3. Photographs of all existing signages were taken and complied in an excel sheet
4 . Excel sheet was used for identifying gaps & Recommending ideal signage placement
5. Patient/Attendant movements were observed , NABH Checklist & standards for signages were used

Implementation of Signage





AI Generated Recommendation

Practical exposure VS Theoretical understanding

-Theoretical Knowledge helped in the basic understanding of hospital , various departments & functions
-Practical Exposure helped to understand real world scenarios – Inter-departmental co-ordination, importance of team work , problem solving , direct interaction and observation of patients/attendants during projects and became familiar with technology (HIS/CPRS)

Major Learnings during internship

-Importance of Signages in a healthcare setting
-TPA process & Inefficiencies
-Discharge Process
-Inter-Departmental Co-ordination
-Emergency codes Implementation

Suggestions to Organization

-Recommendations on signage was given & implemented
-Digitization of the TPA process for faster processing
-Co-ordination between front desk can be improved
- Help Desks at major locations like Entry, OPD , IPD
- - Waiting period can be reduced in investigation services by redistributing the existing staff in shifts during peak hours

Recommendations(Immediate)

- Visitor's Policy Signage required at ICU-2 First Floor
- The' Non-Invasive cardiac lab 'department signboard should include the sign for' Report collection 'as all reports are available from there only.
- Emergency &OPD Entry Signage on gate 5

(Long Term – Requires resource)

- Braille system for visually impaired individuals (A Map at the entrance or outside departments and walls).
- Tactile ground surface indicators (flush mounted) for visually impaired.
- Audio Navigation , digital interactive screens , Navigation app to reach particular Doctor/Department