Wayfinding Tailored to the Patient Experience

A hospital’s sprawling campus can seem like an obstacle course for patients, visitors and even staff, as they try to navigate quickly and efficiently through its interconnected buildings and maze-like hallways. Any delay can add stress, especially if it’s an already urgent situation.

Getting lost can also result in missed or late appointments — a problem that costs hospitals over $150 billion annually in the United States.

With Everbridge’s digital wayfinding solution — indoor GPS for hospitals — getting lost is no longer an option. Real-time communication and blue-dot turn-by-turn navigation guides users to the right destination with ease and reliability while helping hospitals improve and manage the flow of traffic.

**KEY BENEFITS**

**Eliminate Missed or Late Appointments**
- Missed or late appointments cost a typical hospital 10M annually in the United States.
- Each open, unused time slot costs a physician 60 minutes and $200 on average.

**Increase Patient Satisfaction**
- Guide patients, visitors and staff to their destination quicker, alleviating stress.
- 2% of Medicare reimbursements are at risk based on patient satisfaction ratings.

**Create Safer Facilities**
- Manage and improve the flow of traffic to designated areas during critical events.
- During a public health crisis, direct and isolate healthy patients from restricted areas, minimizing the spread of infection.

[Image of mobile devices showing the interface of the digital wayfinding solution.]
**GPS Designed for the Inside of Hospitals**

Similar to GPS, which positions users with a blue dot that follows their journey on a map of the outside world, the wayfinding solution recreates this experience indoors. Leveraging Indoor Positioning, the technology provides real-time location and navigation cues, without tracking personal or identifiable information, as patients and visitors move throughout the hospital campus.

The solution takes a multi-channel, multi-modal approach, accounting for a wide-range of demographics and is available in a mobile version for both iOS (iPhone/iPad) and Android devices as well as a web version for desktop use and digital kiosks. Updates to maps, location-based content and other information can be instantly published to all platforms.

**Multi-Channel Indoor Location**

- **True Turn-by-Turn Indoor Navigation.** Provides reliable indoor positioning accuracy of 1 to 2 meters, navigation cues, visual landmark references, off-route notification and more.
- **Parking Planner.** Helps patients and visitors easily find a garage closest to their destination within the hospital, automatically detecting arrival in the garage, saving the parking location, and directing the user to the correct entrance based on the parking location.
- **Meet Me Feature.** Provides location-sharing and location-based analytics, enabling patients and visitors to connect on the hospital campus.
- **Compatibility with Leading Infrastructures.** Integrates with EHR systems and appointment scheduling apps. The solution’s location engine is compatible with all leading location infrastructures (Cisco, Centrak, Mist/Juniper, Siemens/Enlighted, HP/Aruba, etc.).
- **Mobile Application SDKs and Web APIs.** Enables integration of maps and navigation into existing mobile and web applications.
- **Real-time Indoor Location and Navigation.** Helps health systems understand and improve the flow of patients and visitors as well as the patient experience.

*The technology is powered by Bluetooth Low Energy (BLE) beacons that transmit signals to triangulate location.*

**ABOUT EVERBRIDGE**

Everbridge, Inc. (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety software applications that automate and accelerate an organization’s operational response to critical events in order to keep people safe and businesses running. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Kolkata, London, Oslo, Singapore, and Stockholm.