



FOR IMMEDIATE RELEASE

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Phoebe Improves Wayfinding for Visitors

Albany, Ga. – Finding your way around any hospital, especially one as large as Phoebe Putney Memorial Hospital (PPMH), can be a challenge. That’s why Phoebe launched a digital wayfinding initiative for its main campus that includes PPMH and two medical towers. The indoor wayfinding technology uses photos to provide clear directions to users as they walk along the path to their destination.

“We want every patient and visitor to have a great experience at Phoebe. This easy-to-use directional aide will help them get where they need to be and help us live up to our pledge to provide superior service to everyone, every day,” said Deb Angerami, PPMH CEO.

Visitors can access directions from the Phoebe Access mobile app, but the technology does not require an app download. It is accessible via any smartphone, using the camera to scan a QR code. Phoebe has placed QR codes on signs at important locations throughout the campus. When you scan a code and input a destination, the system will guide you there, step by step. The Reverse Route feature will bring you back to your starting point.

“When you’re coming to the hospital, there’s a good chance you’re already anxious. You certainly don’t want to deal with the frustration of getting lost. With this system, you can scan a code at our main entrance or at an elevator bay and put in the room number you want to visit or the clinic where you have an appointment, and the system immediately provides you with the most direct route. We really hope our patients and visitors will utilize this helpful tool,” Angerami said.

There are now 198 points of interest, 53 elevator access points, 374 junctions and 1,197 photos configured for the Phoebe campus. The system automatically calculates the shortest path to any destination using 39,006 possible pathway combinations.

A direct link to the wayfinding technology is also available on the homepage of Phoebe’s website at www.phoebehealth.com.

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Finding Your Way Just Got Easier



Hospital Main Entrance

Easy as...

- 1 Scan**
the QR Code
- 2 Select**
your destination
- 3 Follow**
the photo directions

