



HEALTHCARE DESIGN

Evidence-Based Imagery

HEALTHCARE DESIGN SERVICES

EVIDENCE-BASED IMAGERY

- Visual Cues
- Therapeutic Art

WAYFINDING SOLUTIONS

- Toxic Cue Assessments
- Medical/Design Input
- Interior/Exterior
- Modular Systems
- Custom Fabrications
- Picture Integration

COMMUNICATION BOARDS

- Patient Communication Boards
- Prevention Reminder Boards
- Time-Out Boards
- Brand/Marketing Boards
- Holder Accessories

Imagery selected in healthcare environments, either as stand-alone pieces, or as part of larger wayfinding, donor, and communication systems, should be carefully chosen and vetted to incorporate up-to-date research and best practices. As there is evidence-based medicine, so there is evidence-based design. These research driven methodologies indicate that natural scenes and materials can be effective tools in health care environments, but these images must be properly constructed to be effective. There is also research that suggests other imagery is successful in specific environments. ID Signsystems' approach to imagery selection extends beyond the typical "nature picture" to incorporate imagery based on a wholistic three part research and design process.

CRITICAL REVIEW OF RESEARCH AND NEUROSCIENTIFIC UNDERSTANDING

Studies spanning more than thirty years have cumulatively shown that natural landscape scenes can reduce self-reported anxiety, soothe the perception of pain, and decrease physiological manifestations of stress response. These factors may reduce the need for medications and improve healing time. Such scenes can also improve satisfaction with the environment and increase feelings of generosity. The landscape elements must be discernible and meet certain basic requirements



IMAGES ARE CAREFULLY CHOSEN BASED ON NEEDS

of content (visible horizon, open areas, suggestion of fresh water, trees/bushes, no man-made artifacts, few people or animals and only people pleasantly engaged or animals that are not typically harmful to humans). In addition to content, complexity may play a role in selection of the most effective imagery. At ID Signsystems, we analyze each image for this mathematical characteristic.

CONSIDERATION OF INTENT AND POPULATION

Sometimes, there is a need to stimulate and engage rather than calm and soothe. Physical rehabilitation rooms may call for images that encourage physical activity. Long-term care settings may require images that encourage reminiscence and engagement with others (as well as images to reduce stress and agitation). Armed with research about the effect of colors and images, ID Signsystems can bring recommendations to the table for proper selection based on the purpose, rather than providing generic images.

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