

NAVICENT HEALTH

Macon, GA

HEALTHCARE INTERIOR + EXTERIOR | DESIGN + WAYFINDING

PROJECT PROFILE

Navicent Health, formerly The Medical Center of Central Georgia, is a 637-bed hospital located in Macon, Georgia. Navicent Health is the second largest hospital in Georgia, behind Grady Memorial Hospital in Atlanta.

Starting in 2015, Navicent Health selected INNERFACE as their Design+Build partner for all signage and wayfinding related to the brand change. Our experiential graphic designers work closely with the Navicent team to best represent their brand through effective and consistent wayfinding and identification signage across all of their campus environments. Together, we used the brand change to develop a new wayfinding and identification master plan for each campus that focuses on improving the patient and visitor experience.



PROPOSED SIGN FAMILY



primary entrance identification

secondary entrance identification

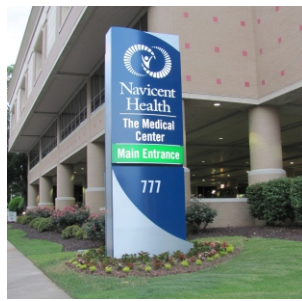
primary directional sign

parking identification

BEFORE & AFTER PICTURES



before



after



before



after

Challenges and Solutions

With any major project driven by brand change, there is a wide variety of new and retrofit signage and wayfinding applications. The new Navicent Health brand extends across several acute care campus environments and dozens of clinics and Quick Care locations.

Not all of the spaces requiring new signage are owned by Navicent Health and they are located across multiple municipal borders. Coordinating approval from several stakeholders at each phase of the design and implementation process required consistent and dedicated project management. The result is an exterior wayfinding and identification system that best represents the Navicent Health brand and provides a consistent patient and visitor experience across all of their environments.

PROPOSED SIGN FAMILY



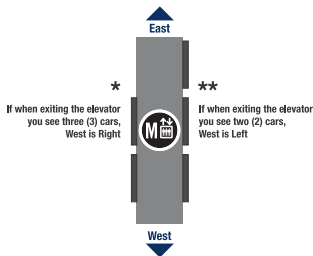
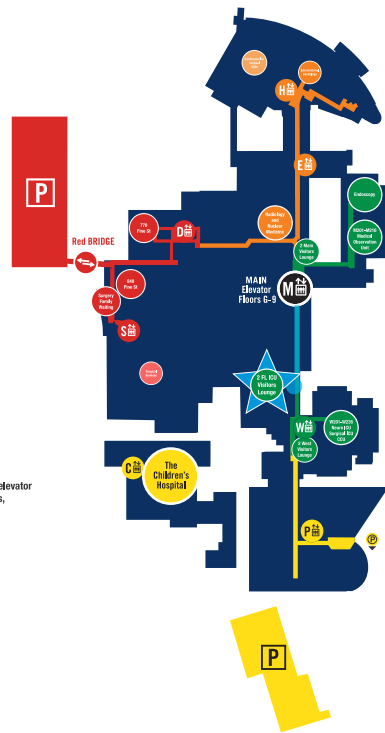
HEALTHCARE INTERIOR + EXTERIOR



Directions to 2nd Floor ICU Family Lounge

Start Green Deck to Main Entrance Hemlock Street ———— Arrive 2nd Floor ICU Family Lounge

- Go West * ** off Main Elevator on Floor 2
- Continue down the hall
- ★ 2nd Floor ICU Family Waiting will be on your Right, before you get to the West Elevator



Interior Solutions

With the exterior priorities complete, our design team was tasked with improving patient and visitor traffic flow in the interior of the very complex main Navicent Health campus. The main campus consists of several connected buildings and eight parking structures. We worked with the Navicent Health team to define a central wayfinding “Campus Concourse” that serves as the central spine for patient and visitor traffic flow. Signs in this area are clearly identified and provide guidance to all main patient and visitor destinations.

We further worked to define entrances, buildings, elevator banks and parking structures with unique identifiers. We further support wayfinding from each parking structure with campus orientation maps located at each exit that serve to establish the patient/ visitor location and define the primary paths of travel around campus.



Future Plans

Navicent Health recently acquired Oconee Regional Medical Center and is working with the INNERFACE team to brand the campus using the established wayfinding and identification standards.

