

# GENESIS MEDICAL CENTER

Davenport, IA

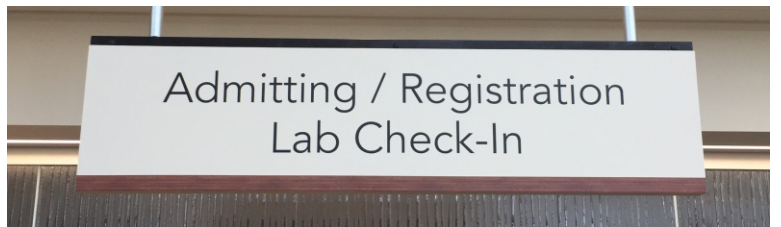
HEALTHCARE | INTERIOR + EXTERIOR | DESIGN + WAYFINDING

PROJECT PROFILE

Based in Davenport, IA, Genesis Medical Center is the busiest emergency center in the State, treating nearly 75,000 patients a year. In order to better serve this large patient audience, Genesis began to plan and implement a major expansion and modernization project to allow faster service times and better care.

Genesis partnered with INNERFACE as a Design+Build wayfinding and signage solution provider for this \$138.5 million construction and renovation project at the East Rusholme Street campus. The project represents the largest single financial investments in the history of the Quad Cities.

Doug Cropper, president and CEO of Genesis Health System, said the 203,000 square feet of new construction and 115,000 square feet of renovation will position Genesis for technological advances and the changing needs and expectations of patients.



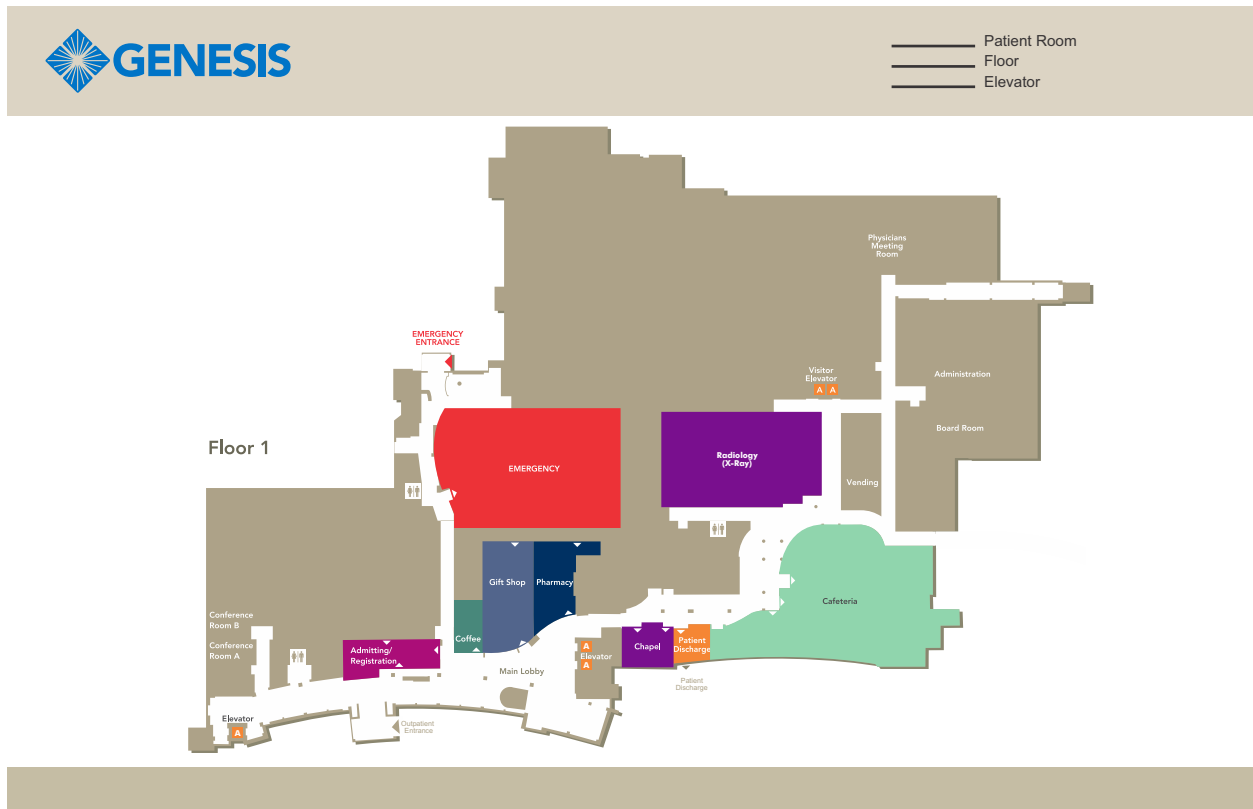
## Design and Wayfinding Solutions

The addition and renovation project completely changed the way that patients and visitors interact with the Genesis Medical Center campus. The project introduced new entry points and changed pedestrian traffic flow to and around not only the new space, but also the balance of the existing and renovated areas and the two medical office pavilions.

Our design team worked closely with the Genesis marketing and construction contacts as well as the general contractor and interior designers. Our modular design focuses on materials and architecture in the new space and ensures the ability for Genesis to cost effectively update all wayfinding and identification elements.



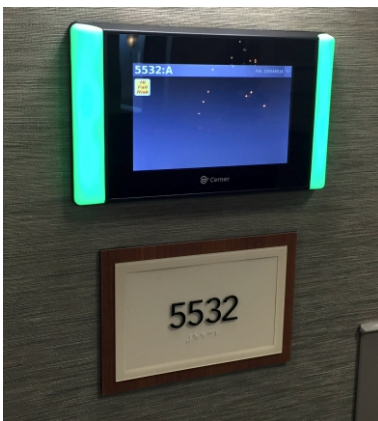
## Map Handout For Information Desk





## Planning and Implementation

We next focused on creating a wayfinding program that focuses clearly on enhancing the patient and visitor experience. This included a detailed study of not only revised vertical and horizontal traffic flow, but also on all terminology associated with patient and visitor wayfinding and identification. Through this process, we were able to identify and eliminate duplicate terms and those not relevant to the signage and wayfinding audience. The result is a clean and easy to understand system that reduces visual clutter and provides information when and where needed most.





## FUTURE

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With the new space open and the wayfinding program working well, we are now working to bring the new signage design and updated wayfinding to the medical office spaces. The long term goal is to implement the new signage standard across all Genesis Health locations. In order to provide a consistent wayfinding and identification experience across for patients and visitors.

