

# Case Study

## White Label Mobile App for Arkansas Children's Hospital



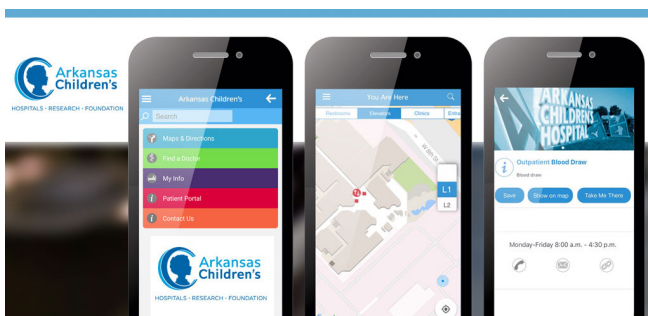
Hospitals are stressful environments for patients and visitors. Struggling to navigate strange surroundings

and complex facilities when anxious, scared or sick is frustrating, escalates patient stress and impacts staff productivity. The SPREO mobile navigation solution makes it easy for patients and visitors to find their way to any office, appointment or inpatient unit anywhere in a sprawling hospital campus and adapts as your facility grows and changes.

When your patients use the SPREO mobile wayfinding app they are guided through the hospital campus, multiple facilities and indoor floor plan by a blue dot on the mobile map. For those without smartphones, kiosks with smart, interactive displays and your custom content support wayfinding throughout the facility.

### OUR WAYFINDING TECHNOLOGY PROVIDES:

- Reliable indoor position accuracy
- Navigational cues
- Visual landmark references
- Notifications if the user is going off-route
- Wayfinding from parking garage to appointment and back



### BACKGROUND:

Arkansas Children's is the only pediatric medical center in Arkansas. Known for being one of the largest pediatric medical providers in the United States, it provides medical care to children and families throughout Arkansas and surrounding areas.

Arkansas Children's hospital has 359 beds and more than 4000 employees.



### CHALLENGE:

- Improve patient care and quality metrics
- Reduce stress that patient and families experience
- Build a complete mobile app experience for patients and staff – a mobile app that provides live navigation, hospital directories and contextual notification

### SOLUTION:

- Official ACH White Label branded mobile application for iOS and Android
- Custom scalable vector-designed venue maps
- Separate app for staff only with different pathways and points of interest
- Bluetooth® Low Energy (BLE) beacons with custom firmware and extended battery life
- License to SPREO indoor location engine and navigation software

### SPREO MOBILE WAYFINDING IMPROVES ACH'S BOTTOM LINE:

- Increased patient satisfaction and improved patient/visitor perception of facility and organization
- Improved staff productivity: fewer demands on staff and fewer interruptions by patients and visitors asking for directions
- Reduced missed and late appointments: patients arrive to appointments on time and without the added stress of getting lost in the facility
- Improved workflow: patients can easily be referred from one department to another and navigate from hospital departments to physician offices in less time

