



# **SIGNAGE AND DISPLAY IN HOSPITALS**

## **GROUP -1**

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# SIGNAGE AND ITS PURPOSE

- **What is signage?**

Signage is generally defined as any kind of graphic display intended to convey information to an audience.

- **Purpose ?**

1. Advertising & Marketing
2. Entice customer
3. Recognition
4. Way navigation system
5. Health and safety information
6. Appearance

# Why signage is important for Hospital ?

- Patients orientation
- Patients and their relatives awareness
- Create positive experience for patients and families through emotional memories that generates positive emotions
- Convey an impression of high quality care

# NABH STANDARDS FOR SIGNAGE AND DISPLAYS

STANDARD	OBJECTIVE ELEMENT
AAC.1c	The defined healthcare services are prominently displayed.
AAC- 9a	Imaging services comply with legal and other requirements
AAC-11h	Imaging signage are prominently displayed in all appropriate locations
COP-11b	The organisation defines and displays whether high-risk obstetric cases can be cared for or not.
HIC-5c	Isolation/barrier nursing facilities are available
FMS- 2c	There is internal and external sign postings in the organisation in a language understood by the patient , families and community(fire safety signage)
FMS – 5a	Documented procedures govern procurement , handling , storage , distribution , usage and replenishment of medical gases. (Proper signage is kept for used ,full, empty cylinders)
FMS- 6b	The organisation has a documented safe-exit plan in case of fire and non-fire emergencies.(The signage of fire exists shall be as per the NBC)

# NABH STANDARDS FOR SIGNAGE AND DISPLAYS

STANDARD	OBJECTIVE ELEMENT
COP.12b	The organisation defines and displays the scope of its paediatric services.
PRE.1a	Patient and family rights and responsibilities are documented and displayed
HIC.2c	The organisation adheres to hand-hygiene guidelines (The organisation could display the necessary instructions near every handwashing Area)
ROM.4a	The leaders make public the vision, mission and values of the organisation.
FMS.6 a	The organisation has plans and provisions for early detection, abatement and containment of fire, and non-fire emergencies.

# ZONING OF HOSPITAL

## Public Zone

- Entrance
- Lobbies
- Adjacent circulation
- Vertical lobbies
- Pharmacy
- Billing
- Spiritual space
- Conference
- Registration areas
- Canteen, café, Florists and Bookshop
- Waiting Area

## Patient Zone

- Consultation room
- Treatment room
- Minor OT
- Injection Room
- Operation Theatre
- Minor Procedure Room
- ICU's
- HDU's
- Post Operative
- IP wards
- OPD
- Blood Bank
- Casualty

## Staff Zone

- Medical record Department
- Administrative offices
- Work Rooms
- Nurse stations
- Physician spaces
- Locker rooms
- Dressing room
- Lounges
- Conference
- Research areas
- Insurance section
- Various Counters

## Service zone

- Utility spaces
- Housekeeping aide spaces
- CSSD
- Electrical spaces
- All Auxiliary services

# TYPES OF SIGNAGE



## 1. INFORMATION SIGNAGE

- Scope of services
- Visiting Hours
- List of Doctors
- Do not use Lift during Fire
- Patient Rights and education
- Lists of Empaneled Government and Private Insurance lists
- Hand wash technique



## 2. DIRECTION SIGNAGE

- Navigation Line
- Way to departments boards
- Floor layout
- Fire exit
- Way in
- Way out
- Way to Emergency services



## 3. STATUTORY SIGNAGE

- Fire Signage as per NBC(Part four)
- Radiation Safety Signage as per AERB norms
- Displaying License
- PC-PNDT signage
- Danger signage as per Electricity Act



## 4. IDENTIFICATION SIGNAGE

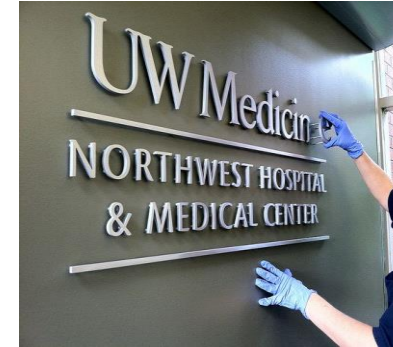
- Various Desks
- Toilets
- Room numbers
- Floor designations
- Various Departments
- Drinking water
- Canteen/Café
- Equipment and drugs

# Public Zone

- Hospital Name board
- Scope of services
- Visiting Hours
- Emergency Services Board
- Services Provided
- List of Doctors
- Do not use Lift during Fire
- Patient Rights and education
- Lists of Empaneled Government and Private Insurance lists
- Vision, Mission and Values
- Patient Feedback and complaint details
- Hospital Head Name
- Navigation Line
- Way to departments boards
- Floor layout
- Fire exit
- Way in
- Way out
- Way to Emergency services (Fire safety)
- Various Desks
- Toilets
- Room numbers
- Floor designations
- Various Departments
- Drinking water
- Canteen/Café
- Danger Electrical area
- Caution Spillage
- Caution Wet floor
- Display of Licenses



# Public Zone



Ground Floor	Second Floor
4th, 4th, 4th	Orthopedics Dept. 201
Orthopedics Dept.	Orthopedics Dept. 202
Registration 002	Orthopedics Dept. 203
Orthopedics Dept. 003	Orthopedics Dept. 204
Orthopedics Dept. 004	Orthopedics Dept. 205
Orthopedics Dept. 005	Orthopedics Dept. 206
Orthopedics Dept. 006	
First Floor	Third Floor
Orthopedics Dept. 101	Orthopedics Dept. 301
Orthopedics Dept. 102	Orthopedics Dept. 302
Orthopedics Dept. 103	Orthopedics Dept. 303
Orthopedics Dept. 104	Orthopedics Dept. 304
Orthopedics Dept. 105	Orthopedics Dept. 305
Orthopedics Dept. 106	Orthopedics Dept. 306
Fourth Floor	
Orthopedics Dept. 401	Orthopedics Dept. 401
Orthopedics Dept. 402	Orthopedics Dept. 402



# Patient Zone

- BMW Colours
- Radiation Alert
- Hand wash technique
- Medical Gas cylinder Signs
- Drugs and equipment's signage
- Visitors policy
- Fire safety signage
- Bed numbers
- Department name boards
- Drinking water
- Toilet
- High voltage alert
- Janitor room
- Statistics board
- Needle stick Injuries
- Customer complaint in Wards
- Storage Area sign board
- Various Rooms Sign board
- Child abduction emergency numbers
- Emergency Contact numbers
- Nurse station Sign board
- Layout





*Universal Symbols  
in Health Care,  
expanded symbol set*

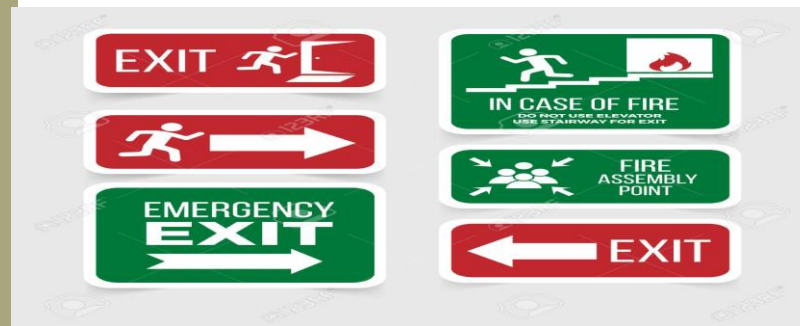
Universally  
accepted signs



# Characteristics and Requirements

## 1. National Building Code

- Exit Signs shall be **illuminated**
- Wired to an **independent electrical** circuit on an alternative source of supply.
- The exit signs shall be green.
- All exit way marking signs should be **flush with the wall and so designed that no mechanical damage** shall occur to them due to moving of furniture or other heavy equipment's
- The floor number to be displayed



## 2. AERB

Type of equipment:  
Model Name:  
Licence No.

Similar display shall be prepared in local/regional language

Format of warning sign to be pasted outside medical diagnostic x-ray installation



X-RAY EXAMINATION IS GOING ON INSIDE, DO NOT ENTER

PLEASE WAIT FOR YOUR TURN



DO NOT STAY INSIDE X-RAY ROOM, IF REQUIRED TO ASSIST THE PATIENT, INSIST FOR PROTECTIVE APRON!

PASTE COPY OF AERB LICENCE HERE

To be printed in appropriate size

# Characteristics

- BILINGUAL
- PERMANENT
- LEGIBLE
- TEXT : UPPER CASE / CLEARLY VISIBLE
- PROPER COLOUR CONTRAST





The Signage shall be placed perpendicular to the wall for instant recognition.

This is flush left and grouped.

This is flush left and grouped.

This is flush right and not grouped.

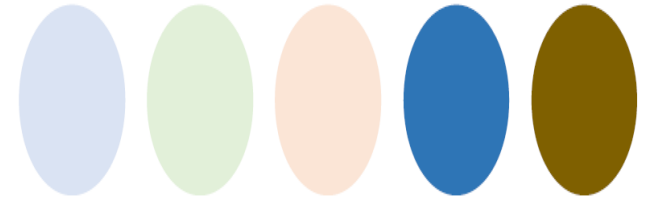
This is flush right and not grouped.

This is flush centered and not grouped.

This is flush centered and not grouped.

Alignment of Text

VISIBILITY



Can you read This? Can you read This? Can you read This? Can you read This? Can you read This? Can you read This? Can you read This?

Colour selection



## A Few good & important Practices to follow

- **Visibility** –Signs should be both clear of physical obstructions and designed to be readable (i.e. good contrast, large font size, etc.)
- **Flexibility** –Signs should be able to accommodate changes to the hospital layout throughout the hospital expansion.
- **Regular Audits** – Can add signage and display in Maintenance and Facility audits
- **Ease of Use** –Signage should be easy to use and accessible to all patients and visitors, regardless of language ability and technical experience.
- **Proper Amount of Information** –Information provided should ease the flow of traffic while getting people to their destinations quickly and easily.
- **Appropriateness to Location** –Signs should serve the needs of a user in a specific location, with regards to traffic, and fit in with the surroundings, etc.

The image is a collage. The top half features a semi-transparent olive-green overlay. Behind this overlay, on the left, is a group of five people sitting around a table in a meeting, with their hands raised as if in discussion. On the right, there is a close-up of a person's arm and shoulder, wearing a blue shirt, sitting at a table. The background of the entire image is a modern building with a grid of windows and balconies. The bottom half of the image shows a clear view of a residential or institutional building with a brick roof and greenery in the foreground.

Thank you