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Rochester General Hospital Edition

November 2012



HOSPITAL WAYFINDING SIGNAGE

Hospital wayfinding signage refers to any type of sign, display or kiosk that aids patients and visitors in navigating throughout a hospital. The aim of effective hospital signage is to improve the process of locating departments, units and other destinations. At a time that is often stressful for patients, family members and visitors, effective hospital signage can ease stress, help with patient flow and even aid in emergency management.

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