

# Everbridge COVID-19 Response for Hospitals



Wayfinding: Taking Steps  
to Manage COVID-19

# Wayfinding: Taking Steps to Manage COVID-19



COVID-19 could result in 10 to 34 million hospital visits nationwide, according to the Harvard Global Health Institute. The strain is already playing out in unexpected ways, with hospitals operating at near or maximum capacity due to a strong, late flu season.

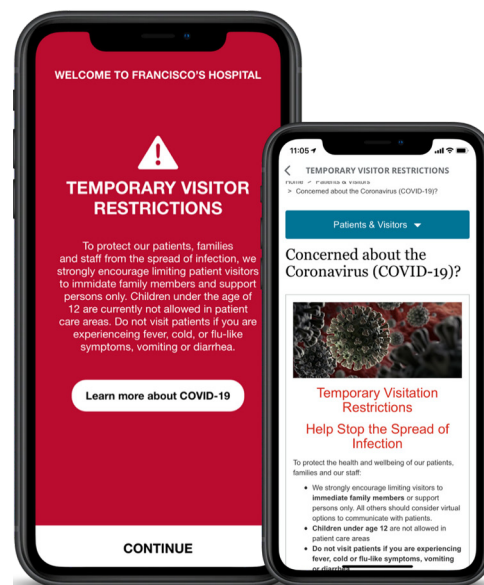
To prepare for a surge in patients, hospitals will need to mobilize all aspects of healthcare delivery to reduce transmission of disease, direct people to the right level of care and decrease the burden on the healthcare system. This will define the immediate and long-term impact on hospitals and their surrounding communities.

Through digital wayfinding, indoor GPS mapping and navigation, hospitals are quickly adapting and responding to the challenges of COVID-19. Designed to help patients, visitors and staff easily and reliably navigate around a hospital campus, the technology is being leveraged to manage capacity, triage care and inform and keep people safe.

Real-time communications and blue-dot turn-by-turn navigation are designed to guide and keep patients and visitors safe every step of the way—from hospital arrival to departure.

Capabilities include smartphone-based notifications, zone-based routing and digital signage that can be leveraged to:

- + Warn and guide patients away from restricted COVID-19 areas
- + Re-route patients through instantaneous indoor digital map updates
- + Alert patients with visitation policies and preventive measures
- + Designate hospital entry points for pre-admission screenings



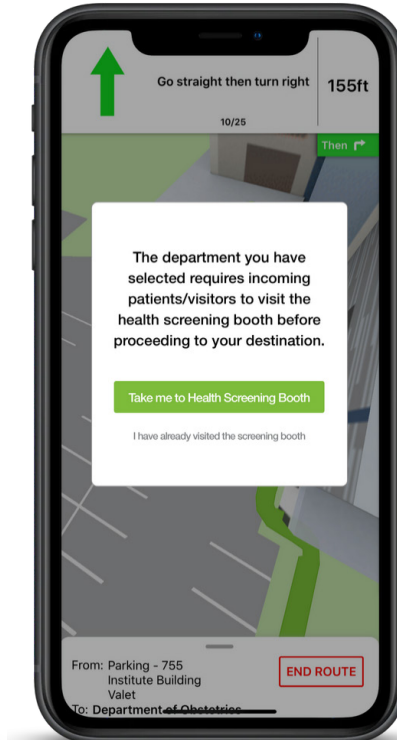
**Launch Screen**  
Upon opening the app notifications can be launched with a link to the hospital's website.

# Managing the flow of patients and visitors



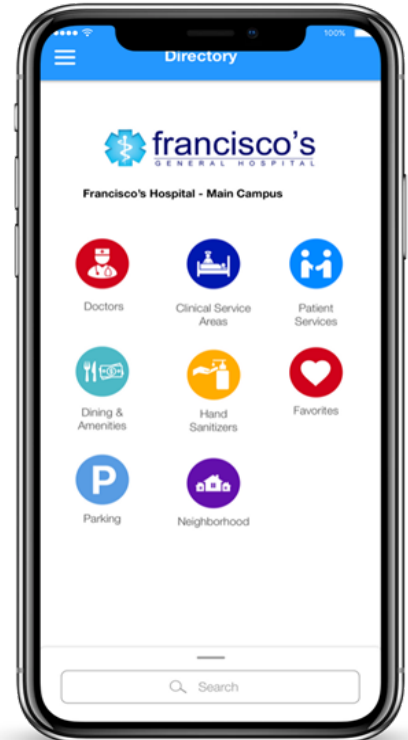
## Zone-based Alerts

Zone based alerts triggered to alert the user of a health screening booth location.



## Screening Waypoints

Pop-up provides route based on the user's destination such as screening locations.



## Points of Interest

A tile on the directory screen will link to points of interest including a listing of all hand sanitizer stations.

Upon opening the wayfinding app or entering the hospital COVID-19 smart phone-based notifications can be launched to provide patients and visitors with real-time information, including new policies, screening procedures and a link to urgent updates posted on the hospital's website.

In an effort to reduce foot traffic and enforce preventative measures, hospitals are limiting the number of visitors at

campuses and setting up designated entry points to buildings as screening areas.

Through blue dot turn-by-turn navigation wayfinding applications can direct users to designated entrances, reducing the number of hospital entry points and making it easier to enforce visitor restrictions and screening. It also prevents visitors from navigating to an entrance that is temporarily inaccessible, saving time and eliminating stress.

# Keep Patients, Visitors and Staff Safe



## Real-time updates through mobile, kiosk and web

When points of entry are shut down or appointment and screening locations are moved, updates can be automatically pushed out to wayfinding applications whether kiosk, web or mobile.

Within seconds, the hospital can update routes within the app and redirect patients through interactive guides eliminating the need for staff interaction and decreasing the flow of traffic to certain areas of the hospital.

True turn-by-turn indoor navigation provides reliable indoor positioning accuracy of one to two meters, navigation cues, visual landmark references, off-route notification and more. This allows zone-based, targeted alerts to be sent to people within a certain area, providing information based on the user's location, whether within or outside the hospital. As they navigate, users can be alerted to points of interest such as hand hygiene stations or COVID-19 treatment areas that may be set-up outside of the hospital.

Appointment reminders linking to the wayfinding app can be sent to patients visiting the hospital for treatment unrelated to COVID-19, in advance of their appointment. Information about new routes or what to expect upon hospital arrival can be tailored to their visit, reducing some of the stress and anxiety that may be heightened during this critical time.



### COVID-19 Alert/Policy:

Push notifications for pertinent information when the user enters the hospital.



### Zone-Based Notifications:

Smartphone-based notifications to warn users of restricted areas such as COVID-19 testing areas.



**Screening Waypoints:** Announces policies for patients, visitors, or vendors, alerting them of required COVID-19 screening tests to enter the hospital, and then navigates the user to the screening location.



**Route Editing:** Prevents patients and visitors from navigating to restricted areas within the hospital.