Many of today’s healthcare organizations operate on a very large scale, whether it’s a multi-story building, an extensive campus complex, or various locations spread across town. Finding your way around a big facility may be difficult, and can lead to late arrivals, missed appointments, and more than a little frustration.

To make it easier for patients and their families to get where they need to go, a growing number of healthcare organizations are turning to mobile apps for wayfinding. More than two-thirds of Americans now carry a smartphone, and the majority of them rely heavily on mobile apps to get information, especially when they’re on the go and trying to find their way.

Wayfinding Apps
The simplest wayfinding apps offer a static map, with a write-up of turn-by-turn directions, but if you have trouble reading the map or don’t understand the directions, you can still get lost. More sophisticated apps offer real-time guidance based on GPS and can track your movements and redirect you as needed. But satellite-based GPS services don’t work inside buildings, basement offices and underground parking facilities.

The better solution, in terms of accuracy and reliability, both indoors and out, is a wayfinding app that uses Bluetooth Low Energy (BLE) beacons to track your location. The format is similar to an app that uses GPS or cellular for directions, but with a level of precision that simply isn’t possible with those technologies. As you move through the facility, looking for the parking garage or going from the lobby to a given department, the phone uses the BLE beacon infrastructure to plot your progress in the app. If you happen to drive past the garage, or walk down the wrong corridor, the app can quickly get you back on track.

The Awarepoint Approach to Wayfinding
As a leading provider of real-time locating systems (RTLS), Awarepoint provides the BLE infrastructure that enables real-time tracking, and partners with mobile-app providers who use the BLE infrastructure in their wayfinding services. The result is fast development of highly responsive, easy-to-use indoor and outdoor wayfinding services, in customizable formats that can be configured for other value-added features.

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The Awarepoint Advantage
Awarepoint combines superior managed RTLS technology with software that drives proactive workflow improvements, backed by professional services, including up-front impact analysis, outcomes-based implementation, and ongoing managed services, to drive significant benefits across the organization. Awarepoint leverages its 10+ years of RTLS experience, key technology enablers, and professional services team to provide the only fully managed BLE infrastructure on the market.

Next Steps
To learn more about BLE-based mobile apps for wayfinding, and Awarepoint's vision for the future of healthcare, visit www.awarepoint.com.

Significant Cost Savings
Wayfinding-related issues are estimated to cost healthcare organizations hundreds of thousands of dollars per year, because staff are interrupted to give directions and caregivers go idle when patients are late. Helping people get where they need to go, using a BLE-based wayfinding app, reduces distractions, increases efficiency, and improves the bottom line.

Greater Differentiation
Leveraging BLE beacons to provide real-time, context-aware wayfinding means less confusion and fewer delays, and more effective care. It also means better patient experiences, increased loyalty, higher Press Ganey scores for patient satisfaction, more positive reviews on social media, and increased word-of-mouth patient referrals.

Best-In-Class Performance
The Awarepoint implementation of BLE delivers exceptionally quick performance, with very high precision. The location latency is less than two seconds, and accuracy is within just a few feet. That means patients, visitors, and even staff members can always know their present location, and get guidance based on exactly where they are.

Platform-based Growth
Awarepoint is the only vendor that supports mobility and wayfinding while also fulfilling the traditional RTLS use cases of asset tracking, patient/staff locating, and environmental monitoring – all on the same platform. Healthcare organizations can start with just one use case – be it wayfinding or asset tracking – and use the same platform to support other use cases in future, without having to deploy new technologies.

Enterprise-wide and highly accurate positioning with Awarepoint’s Intelligent Beacons.