



PCAM Wayfinding Kiosks

The new Perelman Center for Advanced Medicine (PCAM) had a problem. Visitors had difficulty finding their doctor. So PCAM contracted with [company] to develop an interactive solution.

[company] was already familiar with the space at PCAM, having built the beautiful video wall on the second floor. For the wayfinding challenge, [company] partnered with Design Group to develop seven interactive kiosk displays to be juxtaposed with prominent physical signage.

There were several challenges at PCAM which [company] considered during the design phase:

- 1) visitors, often elderly and/or anxious, who have not been to PCAM before
- 2) a bright space with plenty of natural light
- 3) doctor information that may frequently change

[company]'s solution was a set of friendly, touch-screen displays that can provide the necessary information in as little as two touches. The displays correspond with the iconic physical signage that is consistent throughout the facility.

As a visitor approaches the kiosk, he/she can locate their destination by knowing either their doctor's name or medical department. With a keypad, visitors can start typing a name and their choices are then filtered on the screen. The interface display is easy to read and use - necessary for visiting patients and families who have a lot on their mind. The kiosks are also networked to PCAM's IT system so that they can be updated regularly - each kiosk is synched nightly with the PCAM's operational database.

Penn Medicine

DOCTOR	DEPARTMENT
Algazy, Kenneth	Head and Neck Oncology Lung Cancer
Alonso-Besanta, Michele	Radiation Oncology
Amaravadi, Ravi	Genito-urinary Oncology Melanoma
Aronchick, Judith	Radiology
Bogley, Linda	Radiology
Bala, Rupa	Heart and Vascular Center
Bar Ad, Voichita	Radiation Oncology
Barsky, Yelena	Plastic Surgery
Bartlett, Scott	Plastic Surgery

Touch the arrows to scroll through the listing.

Kenneth M. Algazy, MD
Hematology-Oncology
Head and Neck Oncology
West Pavilion, 2nd Floor
Hematology-Oncology
Lung Cancer
West Pavilion, 2nd Floor

1 Touch Doctor or Department.
Find My Doctor
Find My Department

2 Touch the first few letters of the doctor's last name.
ALG
A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z < Back Clear

3 Touch a listing for more information.