

The background of the image features a close-up of several pink roses. Overlaid on the roses are thin, white, hand-drawn style lines that swirl and loop across the frame, adding a delicate and artistic touch.

# **HUMANIZING**

## **THE HEALTH & WELLNESS CLINIC**



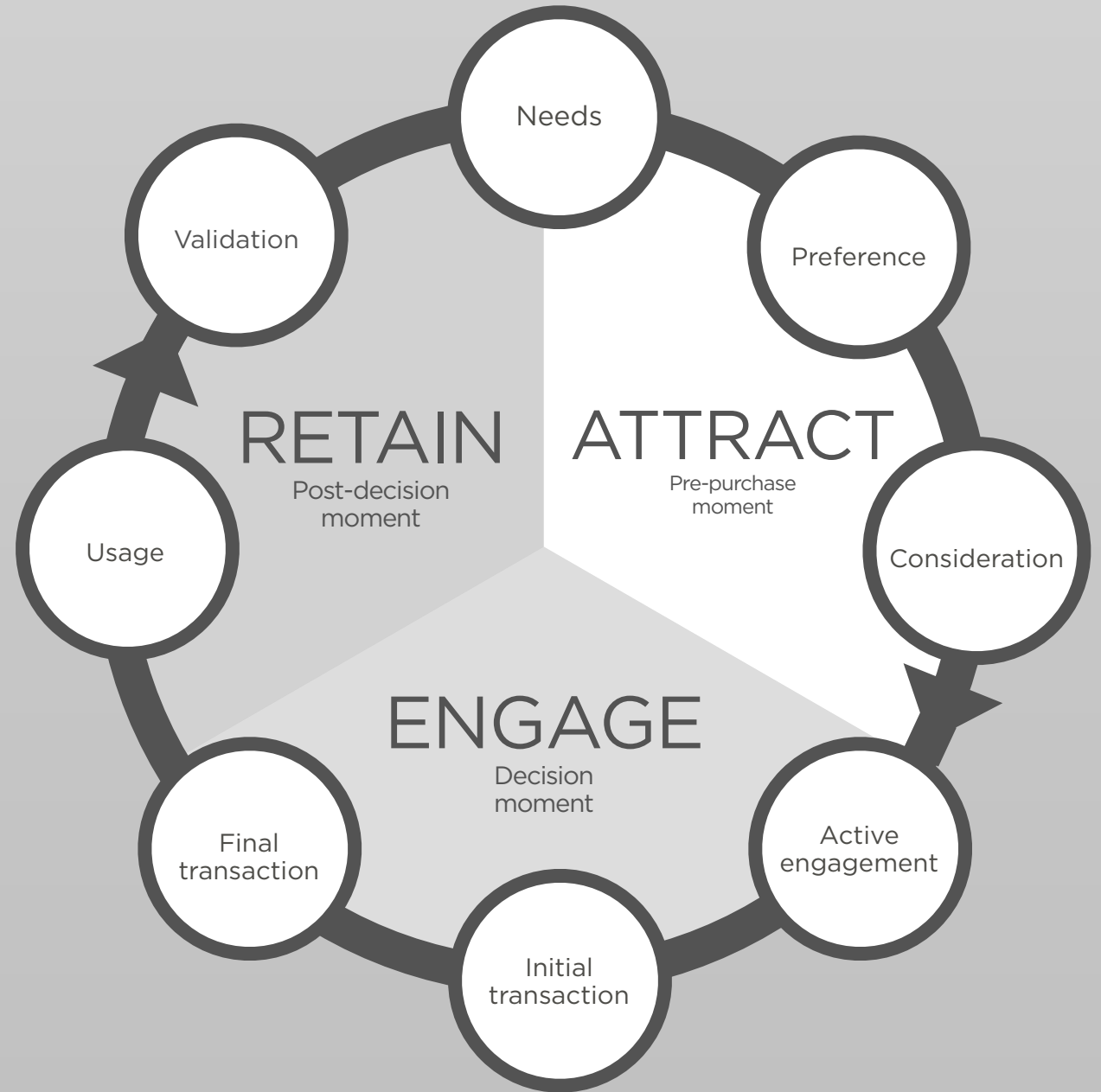


# THE PANDEMIC HAS RENEWED OUR FOCUS ON HEALTH

In this design exploration we envision a humanized clinic experience and provide some insights on how to better engage healthcare customers.

# OUR PROCESS

To begin, we divide the customer journey into three phases of engagement





Phase One:

**ATTRACT**

CREATING AND DRIVING  
BRAND AWARENESS

ATTRACT

# WE START WITH A VISUAL METAPHOR

A visual metaphor is selected to represent the unique experience and to inspire the design process





# ATTRACT THE LOTUS

The story of the lotus is further developed to strengthen its tie to the design



**WELLNESS:** THE OUTER PETALS  
REPRESENT AN EXTERNAL LOOK AND  
FOCUS ON COSMETIC SPA TREATMENTS

**RENEWAL:** THE INTERIOR PETALS  
REPRESENT THE BEAUTY WITHIN  
AND IMPROVING OVERALL  
WELLNESS

**TRANSFORMATION:** AT THE HEART OF  
THE FLOWER ARE THE SEEDS,  
SYMBOLIZING RENEWAL AND STAYING  
WELL

The background of the entire slide is a close-up photograph of a pond. It features several large, vibrant green lily pads with prominent veins. Two bright pink lotus flowers are in bloom, their petals layered and showing some white variegation. The water in the pond is a deep, calm blue. The lighting is soft, creating a serene and natural atmosphere.

**ATTRACT**

**“THE BEAUTY OF A  
FLOWER BLOSSOM  
IS IN THE SUM OF  
ITS PARTS”**

We created a statement that would  
connect the customer journey  
physically and emotionally



**ATTRACT**

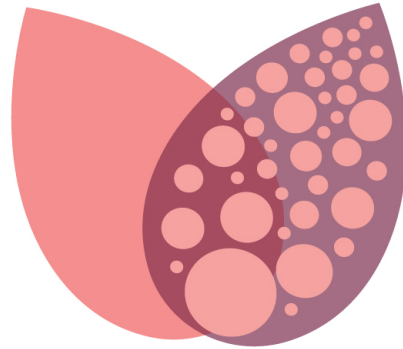
# LOGO & NAMING

Once we have the core concept, the next step is to bring it to life

# ATTRACT

## DEFINING THE IDEA

We explore a range of possible names and logo designs that are inspired by the visual metaphor



**Bloom**  
Health & Wellness



**FLORESCENCE**  
ADVANCED CLINICAL BEAUTY



**AWAKN**  
Health & Wellness



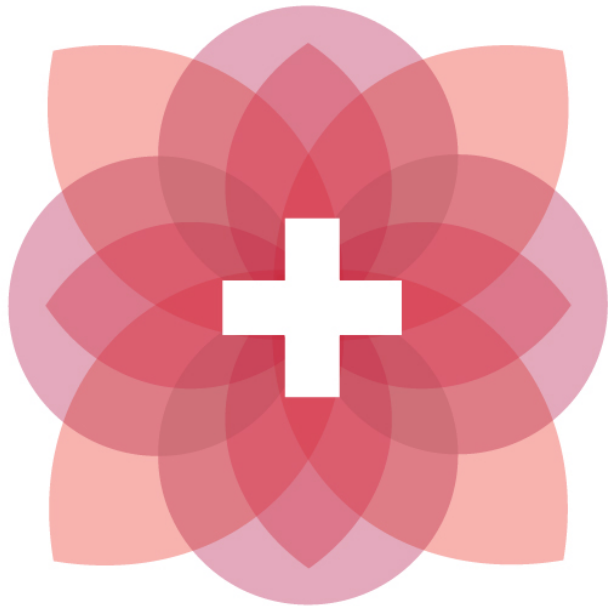
**PUR**  
Health & Wellness



## ATTRACT

# SELECTING THE IDENTITY

The selected option speaks to the value of what the health and wellness offering brings to the customer



**AWAKN**  
Health & Vitality

**ATTRACT**

**WHEN DESIGNING THE  
PHYSICAL SPACE,  
WE CONNECT TO THE  
CENTRAL IDEA OF  
AWAKENING AND THE  
LOTUS METAPHOR**



# ATTRACT

# DEFINE AN EXTERIOR...



- A digital band with animated graphics wraps the canopy of the elevator structure and provides brand visibility from the mall courtyard below
- Graphics communicate the core concept of flowers blooming
- Illuminated Awakn logo on the roof canopy



# ATTRACT

# THAT IS IMPACTFUL...



- Massive sculptural petals anchor the corner of the building and provide dynamic focal points
- Perforated metal with vein pattern and LED tube outline
- Petal motif decorative frosted films on glazing provides privacy to treatment rooms but allows natural light



**ATTRACT**

# AND WELCOMES THE GUEST



- Frosted graphics communicate awakening while strategically orchestrating different levels of privacy for the different interior spaces
- Facial recognition camera allows guests to enter for appointments



# ATTRACT

## CREATE A FLOOR PLAN THAT...



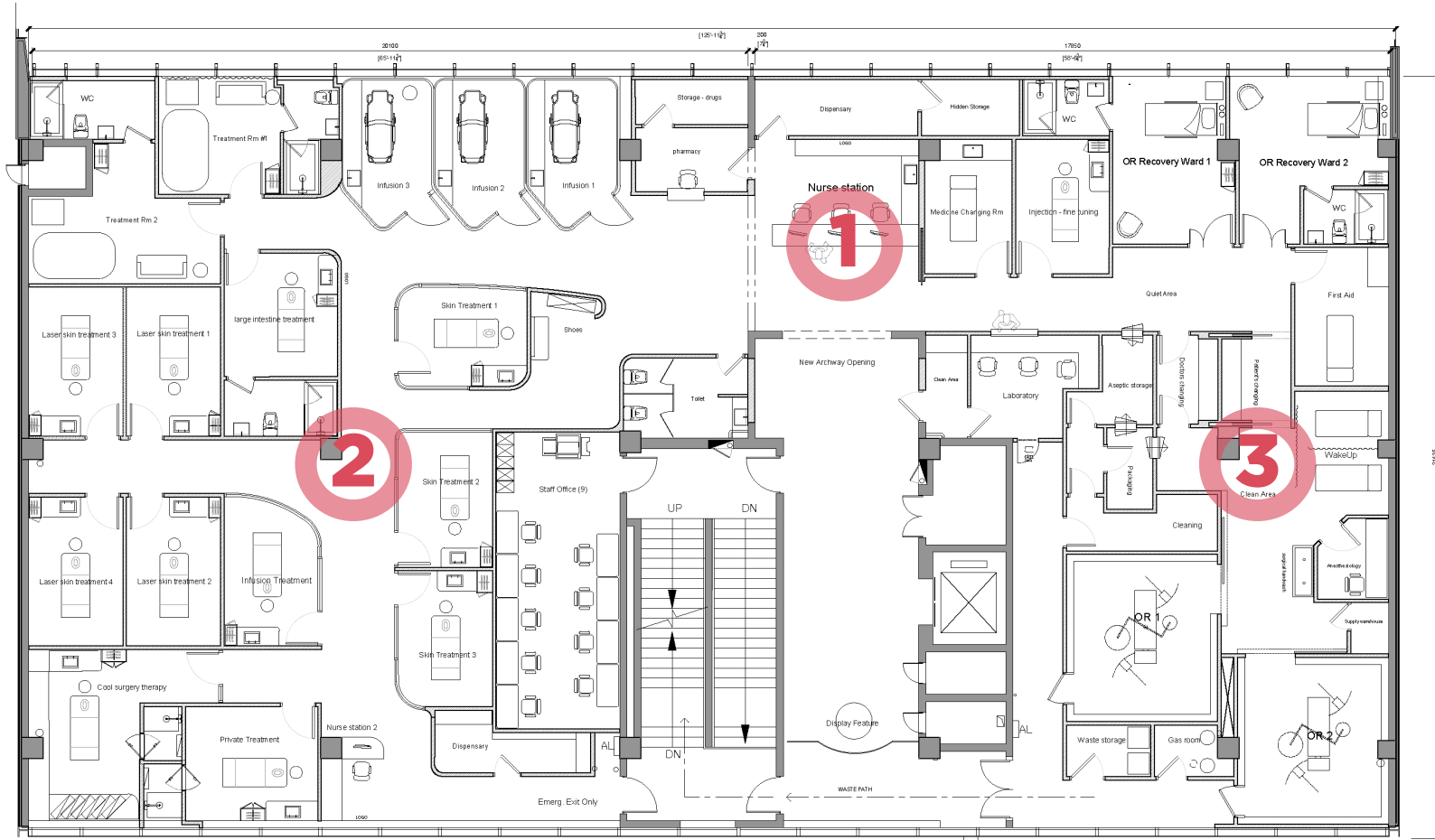
1ST LEVEL

1. Entry Lobby, Reception and Waiting Area; separate VIP waiting area in centre
2. Entry to Spa Services (occupying left side of floor plate)
  - a) Spa consultation rooms, waiting area, dressing areas
  - b) Spa Treatment Rooms – Double room (sometimes husband & wife) located first for privacy of other guests; 3 single treatment rooms; VIP service rooms beyond for maximum privacy and preferred window views
  - c) Spa staff areas with separate entry, break out room, water treatment utility room, and treatment preparations and cleaning
3. Specialized Medical Consulting and Testing Areas (on the right side of this floor).
  - a) Technician Consultation rooms (discuss patient needs/desires and outline the process. 2 paths – one for cosmetic, one for health wellness)
  - b) Various Testing/Exam Rooms (cosmetic: photograph, skin analysis machines, virtual design studio to predict treatment result); (health wellness: medical expert incl. physical exams, eye testing, gynaecology, heart monitor)
  - c) Expert (Doctor) Consultation rooms (review results of exams, discuss treatment details and make next appointments)
  - d) Patient washroom and dressing, Staff breakout room, storage
4. Elevator Lobby to take patients to 2<sup>nd</sup> level for Cosmetic Surgery treatments; exit building if treatment complete



# ATTRACT

# ADDRESSES CUSTOMER NEEDS



- Patients are escorted by a staff member from 1<sup>st</sup> level to main Nurses station opposite the elevator lobby
- (Left side) treatment rooms
  - 3 infusion stations (long intravenous treatment; patients given priority of window views & adjacency to the Pharmacy & Nurse Station)
  - 2 large treatment rooms (large enclosed water bath equipment)
  - 3 skin treatment rooms
  - 4 laser treatment rooms (located away from quiet areas due to machine noise)
  - Cool surgery, private (gynaecology), and intestine treatment rooms
- (Right side) Operating Clean Area
  - 2 Operating Rooms
  - Recovery Rooms "wards"
  - Biomedical testing Lab
  - Biomedical waste (with separate exit path)

2<sup>ND</sup> LEVEL

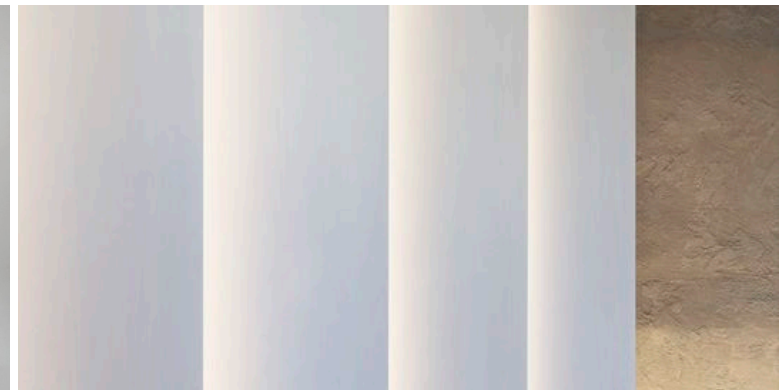
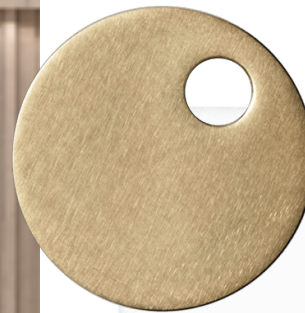
# Phase Two: **ENGAGE**

WHILE THE CLIENT IS IN THE  
CLINIC, WHAT IS THE IDEAL  
EXPERIENCE?

# ENGAGE

## CHOOSING THE RIGHT FINISHES

- Finishes needed to be maintenance friendly and anti-germ for clinic environments. In surgical areas, solid surface, glass, and non-permeable surfaces are used for safety.
- In patient waiting areas, consultation rooms, spa treatment, and cosmetic treatment areas, the addition of more textures and details are used to soften spaces and make the feel more relaxing and comfortable.





# ENGAGE

# A RELAXING RECEPTION

- Inviting and professional; calming and inspirational; feminine, refreshing, light and airy

- Cluster of white petal sculptures suspended from the ceiling leading from the illuminated glass + mirrored column to a digital ceiling cove
- Oversized flower pendant lights create a soft rhythm and visually lead the guest from the waiting area to the corridor and beginning of their wellness journey
- Interactive digital screen recessed behind the stucco wall provides information





# ENGAGE

# CONSULTATION ROOMS

- Smart glass partition and reeded glass to provide privacy when needed, but keep the corridors light and airy
- Rounded corners and archways help to soften the linear corridors
- Finishes in hallways are kept simple for easy cleaning (terrazzo, glass, stucco)
- Brushed brass accents add an element of luxury
- Digital screens at entrances feature the profile of the doctor and indicate next appointment bookings for the room
- Textured felt-tile walls, in a soft colour and modern geometric pattern, provide acoustic privacy between consulting rooms



# ENGAGE

# CONSULTATION ROOMS

- Professional, clean, and modern; airy and calming to alleviate any patient anxiety
- Terrazzo floor for easy clean and reflective surface
- Large screen is built into wood millwork with curved cove for cohesive look
- Guest furniture is curved to feel calming & soft
- Sofa with table & tablet provides a more casual and friendly option for doctor patient discussion
- Interactive digital screen to review patient testing results and discuss next steps
- Full height anti-microbial silver mesh curtains provide diffused daylight and softness, helping to dampen acoustic echo on all the other hard surfaces





# ENGAGE

# TREATMENT ROOMS

- Decorative elements to try to humanize the hospital equipment; finishes that are easy to clean
- Millwork with sink, storage and product display
- Feature wall: angled panels with LED cove lighting
- Etched floral pattern for visual interest
- Durable finishes that are easy to clean, but do not sacrifice style
- Powerful task lighting for treatment duration, but soft and relaxing cove lighting for patient for pre and post treatment



# ENGAGE

# ELEVATOR LOBBY

- Added architectural interest with alternating asymmetrical arches – venetian plaster/stucco finish
- Arches create rhythm and movement in an otherwise plain corridor space
- Terrazzo with inlay floral pattern in soft brass
- Sculptural modern display table
- Exit doors are the end of the hall; framed with soft curtains



# ENGAGE

# ELEVATOR LOBBY

L2

MECH

- Elevators have a hospitality/hotel type feel to help alleviate any anxiety the patient might be feeling as they journey to the 2nd level for treatment
- Large graphic in the elevator cab: digital screen, or pinned-off glass with graphic on 2nd surface and backlighting for lower budget option
- Digital screen with company information and messaging



# ENGAGE

## TREATMENT ROOMS

For some, treatment rooms can bring on stress which can result in anxiety and elevated heart rate. Materials and finishes can help customers relax by adding warmth via tactile surfaces combined with soft accents and task lighting.



# PHASE 3: **RETAIN**

ADDITIONAL INSIGHTS TO  
DRIVE MOMENTS OF TRUTH  
AND FUTURE ENGAGEMENT



**RETAIN**

**EMERGING TRENDS  
IN HEALTH & WELLNESS  
THAT WILL CREATE A  
MORE MEANINGFUL  
RELATIONSHIP**

# RETAIN

# HUMANIZE THE DOCTOR

## OPPORTUNITY:

Help manage patient anxiety by sharing their doctor's accreditations, experience, and contributions to the community. This will help to humanize the caregiver and strengthen the patient relationship.





# RETAIN

# CATER TO CUSTOMER NEEDS

by reducing barriers

## OPPORTUNITY:

There are many stresses involved in any procedure and getting to your appointment should not be one of them. Shuttle and valet services are provided to let customers focus on their procedure.

**VALET  
SHUTTLE**





**RETAIN**

# LIVE WELL BEYOND YOUR TREATMENT

educate customers so they can live better

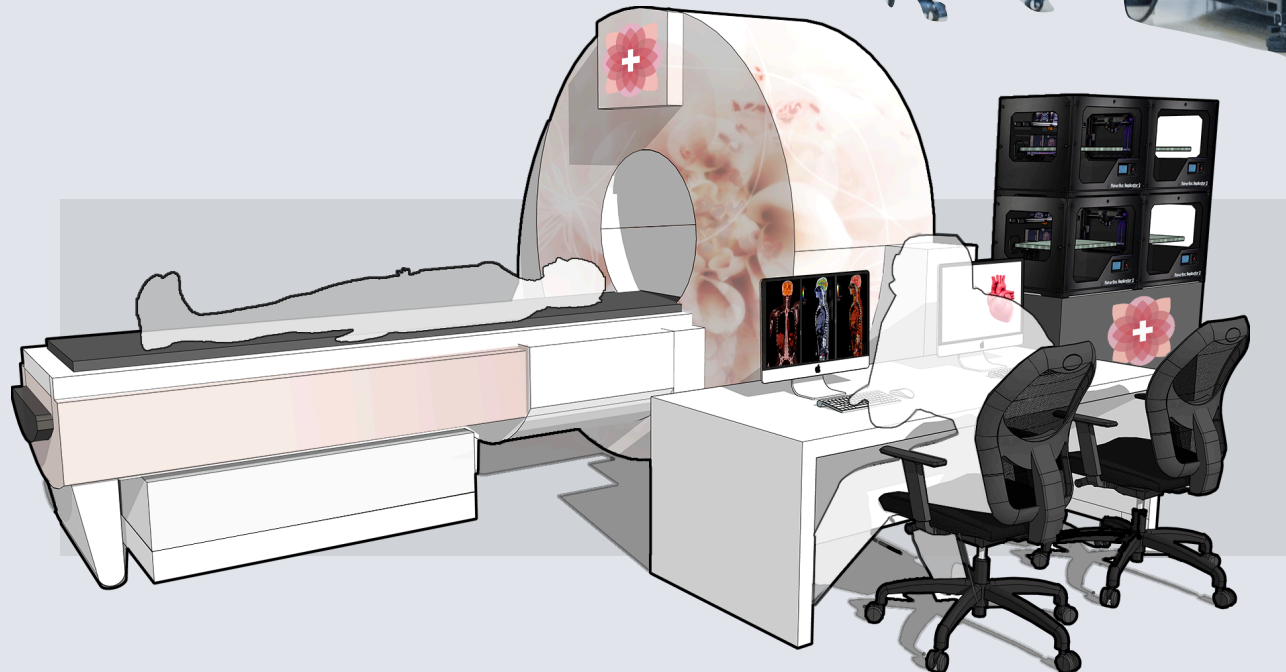
**OPPORTUNITY:**  
Regardless of the  
type of clinic,  
preventative and  
wholistic treatment  
will become the  
standard of care.



# RETAIN

# 3D PRINTING

customized fitting &  
prescriptions while  
in house



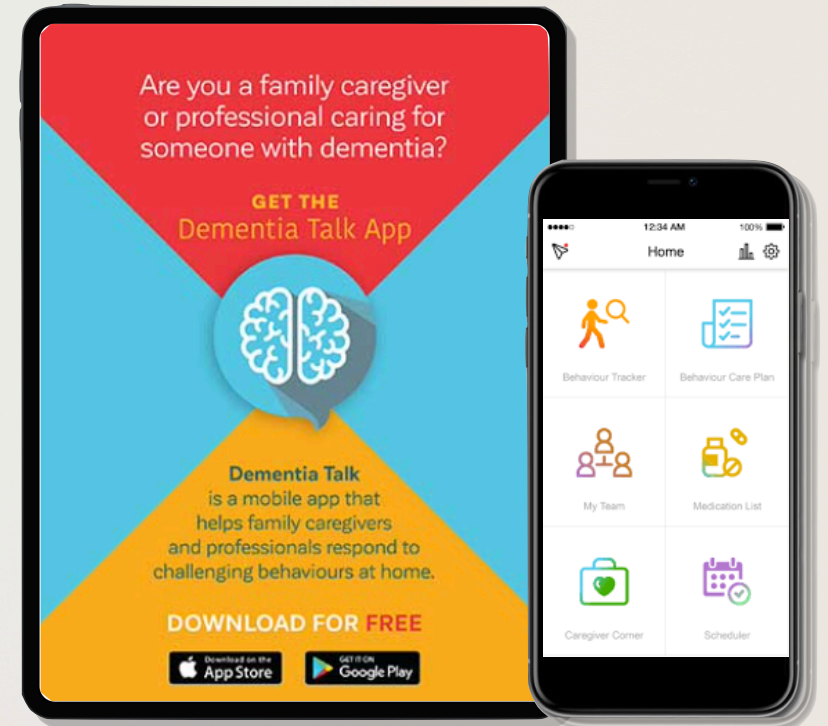
**OPPORTUNITY:**  
Reduce the time and effort  
required to fill prescriptions with  
in-house printing prosthetics and  
prescriptions.



# RETAIN

# AWARENESS & SUPPORT

connect patients  
to support  
communities



## OPPORTUNITY:

As the stigma of mental illness continues to diminish, awareness, information, treatment and community support are playing a great role in patient care.

Apps like Dementia Talk, PTSD Coach, Todoist, & Talkspace offer patients the ability to better understand their needs and get support from their community.

<https://www.dementiacarers.ca/resources/dementia-talk-app/>



# RETAIN

# SUBSCRIPTION MODELS

choose your service package

## OPPORTUNITY:

Subscription models are becoming attractive due to flexibility in costs and services. How can you provide complimentary services to appeal to a wider demographic?

- Easier and quicker access to care with the flexibility to choose from a network of providers
- Affordable care through customization of services and plans
- Proactive health management: Better client engagement due to removal of per visit payments
- A suite of services that clients can have access to based on affordability and needs
- Improved care consumer knowledge: Greater emphasis on overall wellness and alternative health approaches.

<https://www.onebillsoftware.com/blog/subscription-based-healthcare-models-are-the-future-are-you-prepared/>





**RETAIN**

# CUSTOMIZE THE APPROACH

design personalized  
customer journeys

**OPPORTUNITY:**

Traditional healthcare services have neglected to study women's healthcare needs, leaving an enormous gap of knowledge for many common issues. If your clinic is primarily treating women, building research studies into your model may attract innovative practitioners, allow you to offer unique treatments first to your clients, and position you as a leader in women's health and wellness.





# RETAIN

# EMBRACE ECOSYSTEMS...

engage and stay connected through  
customer accepted technology

## OPPORTUNITY:

How can healthcare brands  
become part of the patients  
trusted technology ecosystem?  
How can these devices help  
services stay connected to  
patients and leverage awareness  
to help achieve better patient  
outcomes?



**AUGMENTED EXPERIENCES**  
Digital glasses use AR to provide  
added information, navigation and  
record imagery



**STAY SOCIALLY CONNECTED**  
Our phones keep us connected to  
our communities, interests and  
desires



**TRACK DATA**  
Smart devices can monitor heart  
rate, anxiety, hydration, blood  
sugar and much more



THINKBLI



# RETAIN

# TELEHEALTH

stay connect to patients

## OPPORTUNITY:

Reducing the number of follow-up visits to the clinic provides less risk to the patient.

Branded apps and interfaces helps ensure the continuity of the emotional experience and trust in the service provider.





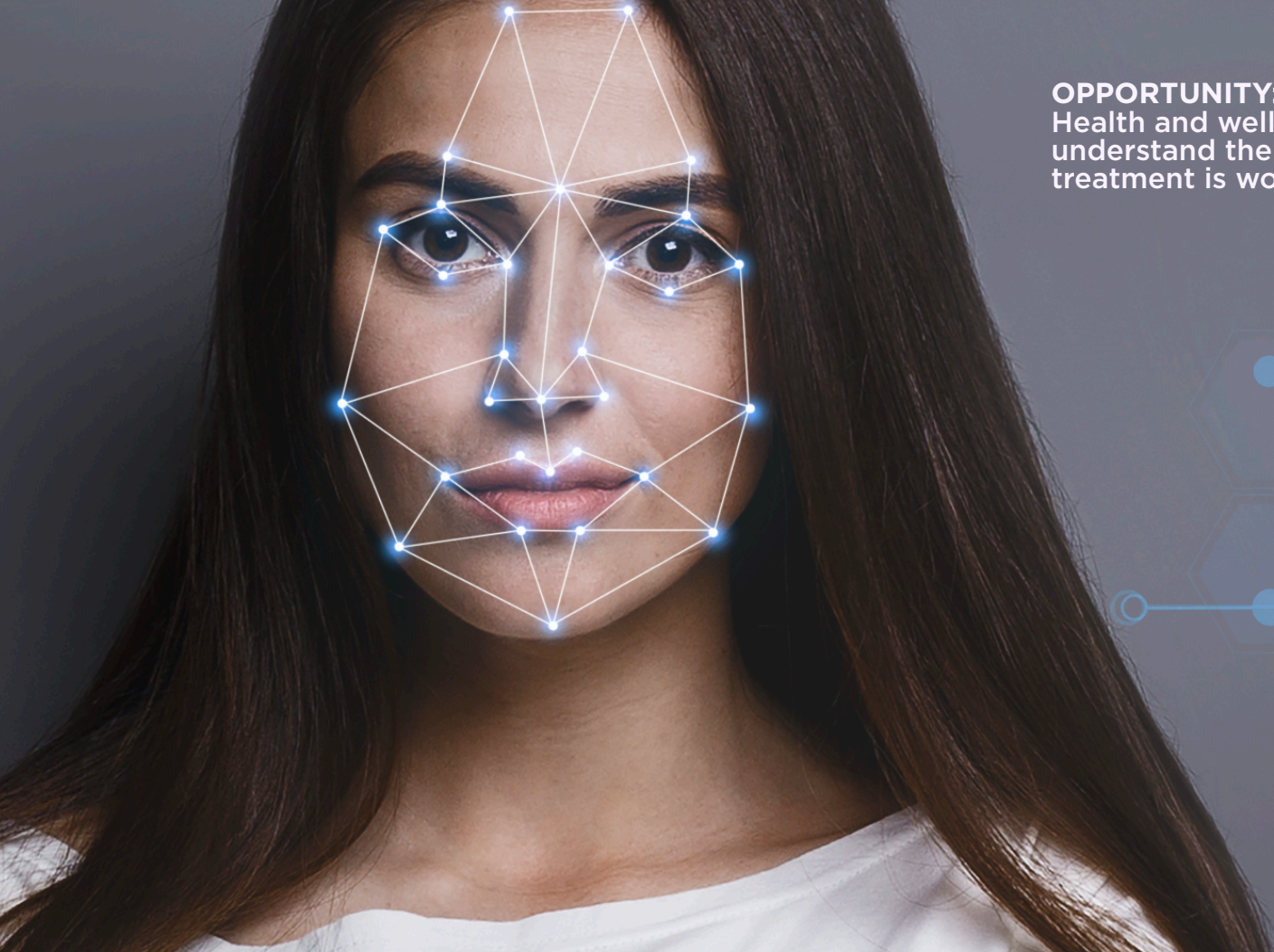
**RETAIN**

# LEVERAGE BIOTECH

a customized approach based on oneness

**OPPORTUNITY:**

Health and wellness brands need to stay informed and understand their clientele to know what new treatment is worth investing in based on their needs.





# RETAIN

# BUILD COMMUNITIES

through sharing  
customer journeys  
and successes

## OPPORTUNITY:

Fitness trackers and wearables allow us to create goals, monitor our workouts and compare with friends and family.

How can clinics leverage this behaviour to create communities? Like running and cycling clubs which use their space as a starting points for workouts, clinics and healthcare facilities can become a community hub of fitness and staying active.

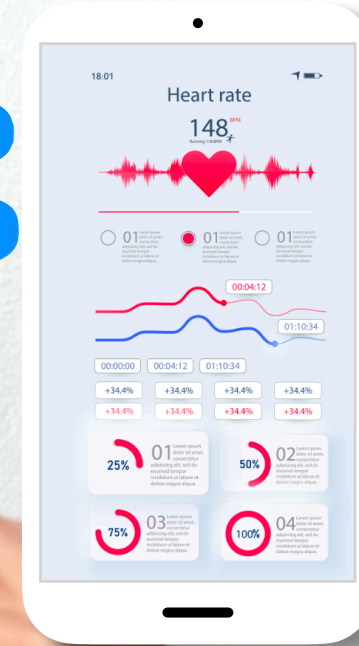
❤️ 5km!!!

👏 Nice workout 👏

😍😍!!!

Great job!

You finished 1st 🏆





**OUR PROCESS OF  
REDEFINING YOUR  
PATIENT JOURNEY  
CAN EVALUATE & HELP  
YOU BETTER ATTRACT,  
ENGAGE AND RETAIN  
YOUR CUSTOMERS.**



A close-up photograph of several pink flowers, likely peonies, with delicate petals and visible stamens. The image is overlaid with a semi-transparent white text box.

**Let's humanize your  
customer experience**

**sld.com**