

# Improve the Hospital Visitor Experience Introducing...Wayfinding

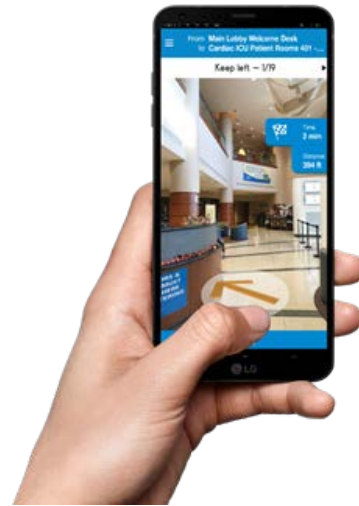
NJHA and Intraprise Health Webinar  
Wednesday, May 29 @ 1pm

*Navigating a medical center is often the first interaction visitors have with your health system. This webinar shows an innovative **photo-landmark**- based mobile wayfinding solution that gives visitors a WOW factor not found in competing offerings.*

Join **NJHA Strategic Partner Intraprise Health** for a feature presentation on its powerful mobile wayfinding app, appropriately called **Wayfinding**. By presenting directions in the most cognitively friendly manner, **Wayfinding** lowers patient and visitor anxiety and improves consumer experience, all while promoting your brand and decreasing no shows and last-minute cancellations.

During this webinar you will:

1. Understand the unique nature of consumerization in the healthcare industry and understand the need for empathetic, experience improving technology.
2. Learn about how **Wayfinding** adds value for patients and health systems in the context of a consumerized healthcare industry.
3. Learn the philosophy and science behind Photo-Landmark **Wayfinding** and how it compares to blue dot or beacon-based wayfinding.
4. See a live demonstration of Intraprise Health's **Wayfinding** solution in four unique, real-world scenarios which demonstrate different use cases and different technical platforms.
5. Get an opportunity to ask questions of our subject matter experts about **Wayfinding**, implementation and adoption of our technology, patient engagement strategy, and any number of other topics.



Intraprise Health builds smarter approaches and delivers next-generation solutions that continue to make measurable improvements in secure healthcare interoperability and the experiences of health care consumers.

REGISTER NOW >

Questions? Contact Lori Nasatka at  
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