

Assessing a Health literacy Environment

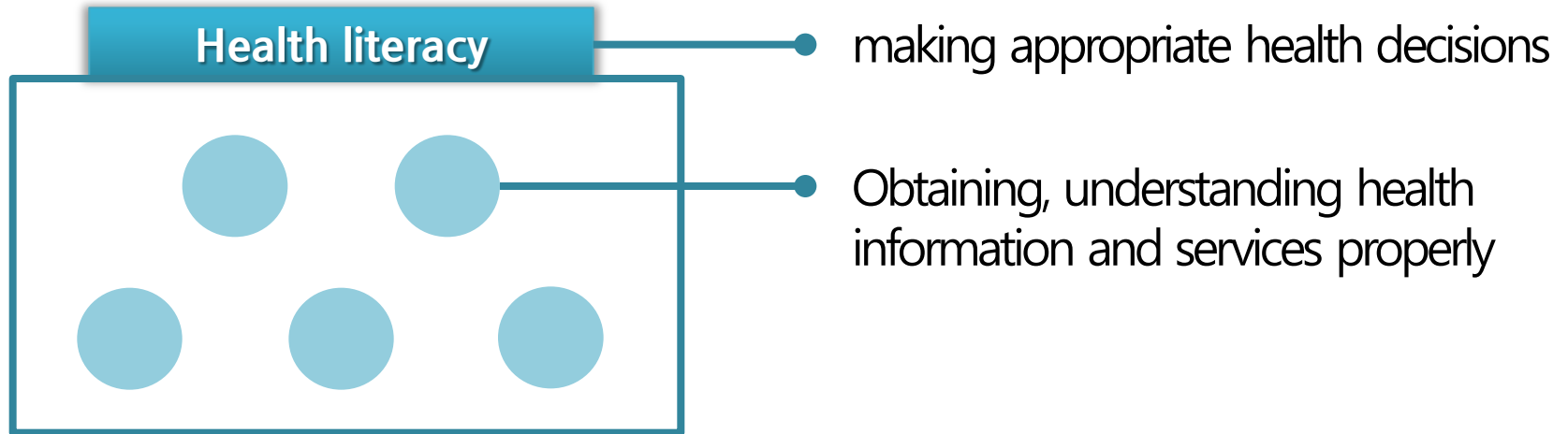
Walking interview about Navigation
in SMG-SNU Boramae Medical Center

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Background & Objective



Seoul Metropolitan Government
Seoul National University
Boramae Medical Center

—● Public hospital
Low literacy



identify barriers which inhibit navigating a facility easily for visitors

Methods

Walking Interview



People who have **never** been visited the medical center
→ **be able to find problems**
which hospital staffs cannot notice **due to familiarity**

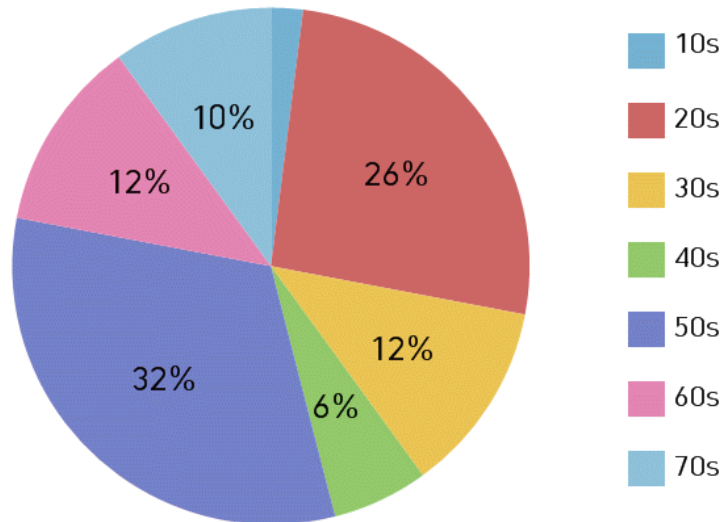


- A. Main Entry
- B. Lobby → Overall Environment
- C. Lobby → Finding Help with Directions
- D. Navigation Activity

Results

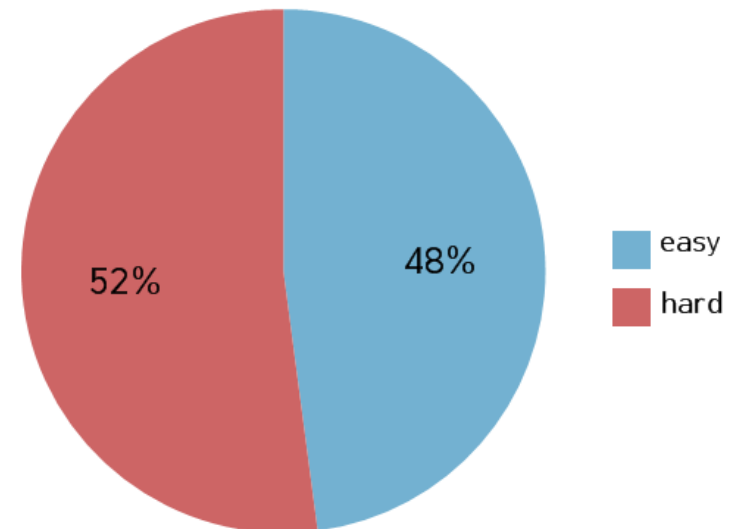
Background Information

Study Participants : 50 people



A. Main Entry

Q. How hard or easy was it for you to find the main entrance to the facility?



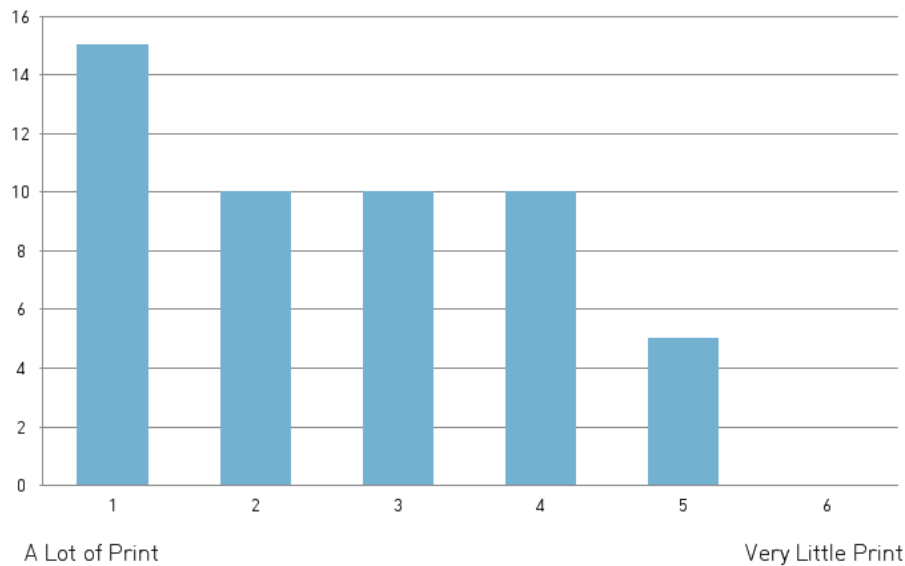
Hard factors)

- ▶ Inconvenience of transportation
- ▶ Distance from the station

Results

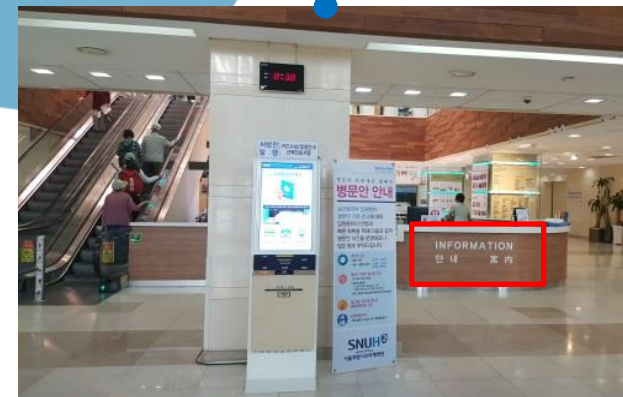
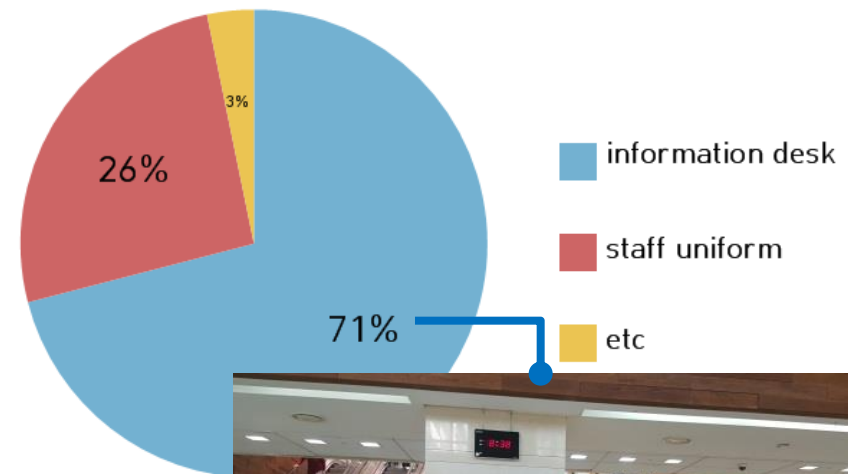
B. Overall Environment

Q. How much use of the printed word is there in the lobby?



C. Finding Help with Directions

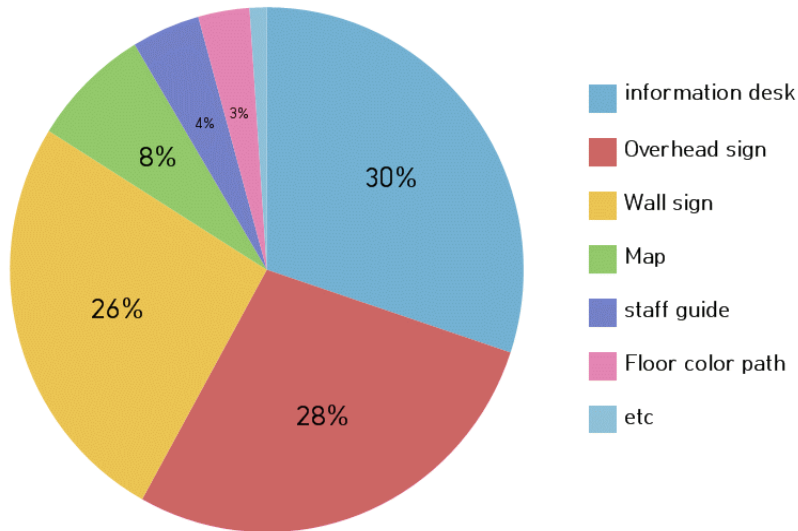
Q. How do you identify people who can help you?



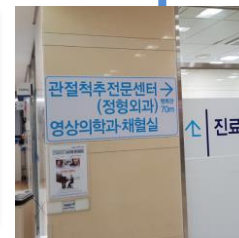
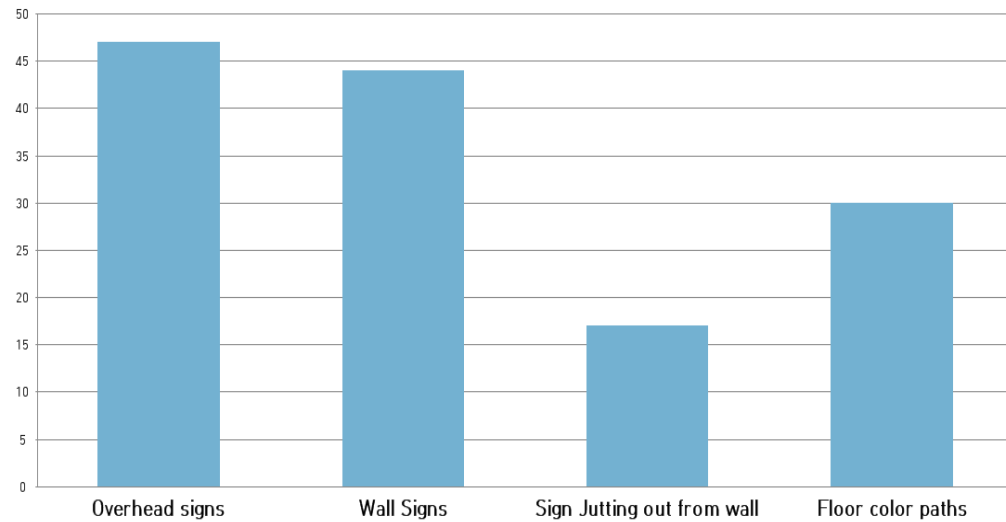
Results

D. Navigation Activity

Q. What was helpful to move toward MRI office?



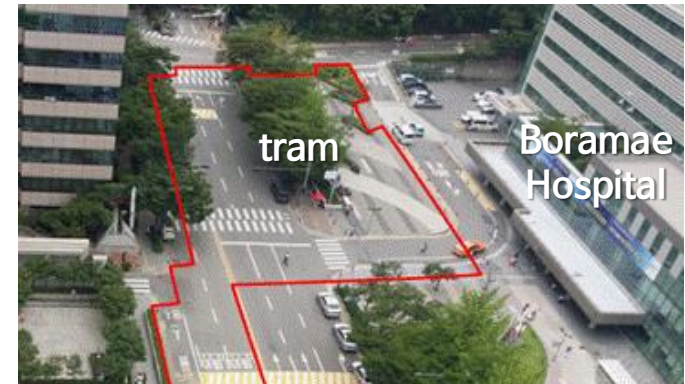
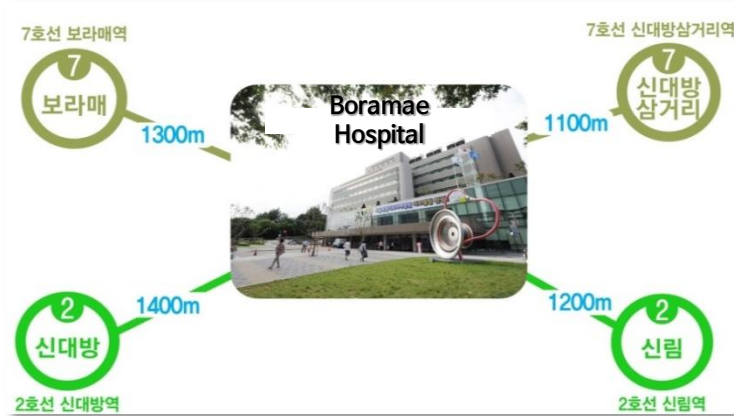
Q. Check all of the kinds of signs that you saw.



Conclusions

✓ shared the result with Promotional team & related departments

① Convenient transportation :



② Banners arrangement :



③ Floor color paths :



✓ Expecting improvements of navigation will make easier for patients to get around the hospital

Thank you ☺



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