



Publication: *Medical Construction & Design*
Publication Date: March/April 2008

The Exaggerated Welcome in ED Entrance Designs Where hyperbole meets reality

Charlotte, N.C., April 2, 2008 - When designing an ED entrance, thought must be given to what design elements will relieve both the high anxiety associated with being ill as well as the stress involved in finding the emergency department (ED) in such a state of mind. Fortunately the design elements that contribute to a hospitable ED entrance are the same as those for one's home - only greatly exaggerated. While a home needs to be conveniently situated, feel familiar and safe, an ED entrance must "shout" these same aspects.

In the current issue of *Medical Construction & Design* magazine, Eric T. Krempa, Senior Medical Planner at FreemanWhite has lent hospital examples to each of the major ED entrance design elements in an article titled, "The Exaggerated Welcome in ED Entrance Designs." Eric describes the five design elements that promote a prominent and reassuring welcome to our nation's ED entrances using the following specific hospital examples:

- 1.) **Wayfinding** St. Joseph Hospital, Cheektowaga, NY
- 2.) **Context** Mercy Hospital, Miami, FL
- 3.) **Weather Protection** Spartanburg Regional Medical Center, Spartanburg, SC
- 4.) **Light** Silver Cross Hospital, Joliet, IL
- 5.) **Security** Lenoir Memorial Hospital, Kinston, NC

Eric writes, "Designers need to concentrate on creating visually powerful wayfinding beacon and signage (which also present branding and image opportunities). The unique contextual fabric that defines a community must also be taken into account in architectural style, materials and landscaping. Finally, there is the need to welcome sick patients and anxious family members into a well lit, safe and secure environment that also provides shelter from inclement weather. When the ED entrance 'welcomes' in this manner it has already placed the patient on the pathway to health."

With Huddy's sidebar addition, this article could possibly "double" as a FreemanWhite ED brochure. It has more than enough elements, i.e., national recognition, a variety of handsome projects and complimentary descriptions by an experienced FW author as well as "a bow" from our own nationally recognized ED expert - Jon Huddy.