

PLANIT

Presenting
**Healthcare
Portfolio**



PLANIT



WHO WE ARE

PLANIT Studios' multi-disciplinary team of designers, and project managers excels at creative problem solving and developing project delivery strategies for healthcare providers, colleges and universities, municipal and state government agencies, and private developers. Areas of expertise include signage and wayfinding, branding and messaging, and product design and app development, landscape architecture and site planning, permitting and zoning, site investigation and analysis.

PLANIT Studios represents a diverse collection of talented individuals who share the same core philosophies, enjoy doing great work, and most importantly, collaborate and contribute to generating ideas that move our clients from chaos to concept. Furthermore, we share the belief that our clients are at the center of everything we do.

In other words, we are here to solve "IT".

WHAT WE DO

GRAPHIC DESIGN

Full service designs crafted from insights to deliver a consistent visual language.

LANDSCAPE ARCHITECTURE

Beautiful and functional environments designed to impact communities.

WAYFINDING

Confidence and direction starts with designing for the first time visitor.

HEALTHCARE

For the past 30 years, we have worked on a fair share of healthcare related wayfinding projects. We've learned that today's healthcare environment is more complicated than ever before. Healthcare wayfinding is complex because the hospital environment is constantly changing from building modifications and additions to hospital complexes.

The Ripple Effect

We equate adding a new building to an existing hospital to dropping a pebble into a pond. The size of the pebble determines the ripple's size and how far out that ripple will affect things. In other words, the bigger the building addition, the bigger the ripple effect of the amount of new/modified signage that will need designed and implemented. Our staff focuses on the big picture, making sure that a new building addition fits the broader context by planning for the ripple effect.

Understanding the Project

Each project is unique! That's why our team consistently makes an effort to know everything about the project. We want to understand how people are arriving and moving through the campus as it currently exists. We utilize our years of experience to plan how the new construction will affect the existing wayfinding. When we identify the little things that can be exploited, we are able to improve wayfinding dramatically. The only way to solve a problem is to understand it from every angle.

Our Strategy? Witness the Problem First Hand

We have found over the years that the best way to understand healthcare facilities is to "camp out" on site. "Camping out" refers to becoming fully engaged in a project by physically moving in and working in the hospital space. We find it important to witness how people move through the space first-hand, and over periods of time. You don't find the best outcome by guessing.

Signage Designed from Experience

We understand that not everyone appreciates signage, and that it is a necessary evil on every building project. However, we revel in the process of understanding human nature, and the science behind wayfinding. We focus on the first time visitor and how they interact and react to a new environment. The signs on the wall are just the result of the necessity to give direction at key decision points or to identify a space. Wayfinding, at its core, is leading people through the use of architecture, landmarks, art, color, lighting, branding, and technology to minimize the reliance on signage.

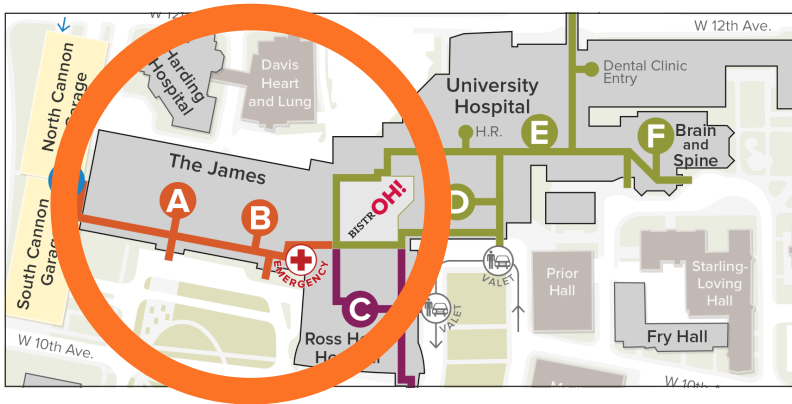
We Love Technology

We leverage technology to the fullest extent to compliment our signage systems. We have utilized web-based, indoor mapping to complete the guest experience. We also have implemented signage management software packages that allows us to audit existing signs so that the entire project team can utilize the same information for their area of work seamlessly.

Based on our previous site visits to the campus and review of the RFP dated June 6, 2018, we are pleased to submit our proposed services. For your convenience, we have structured this proposal into phases as they are outlined in the request for proposal. We have also included our proposed fees, and terms and conditions.

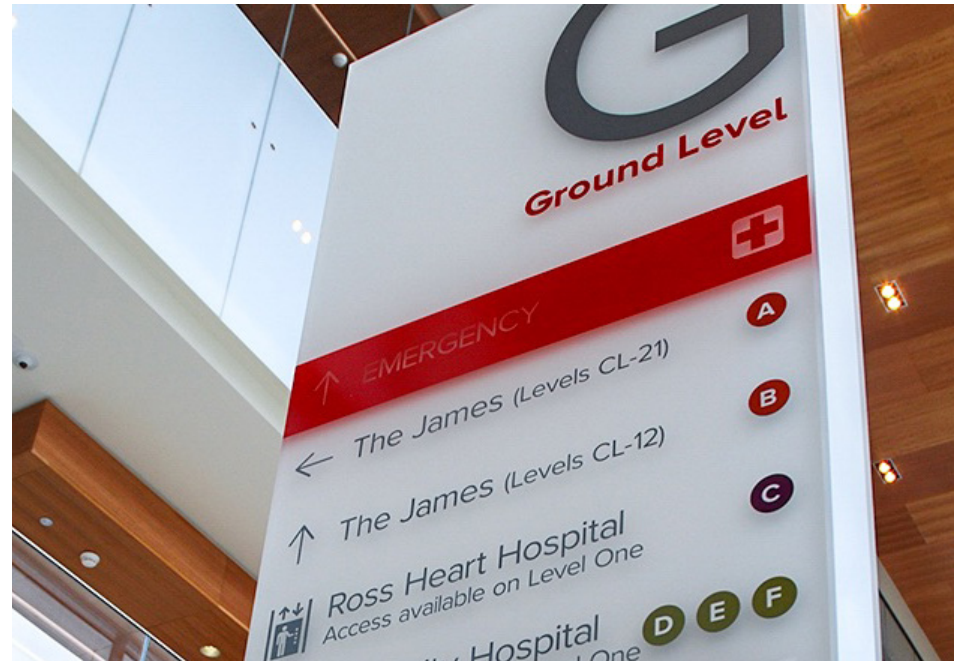
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Scope: Wayfinding Audit and Analysis, Sign Standards and Design, Implementation
Location: Columbus, OH



OSU JAMES CANCER CENTER

PLANIT consulted on the design development and implementation of the interior wayfinding and signage system in the new 1.1 million SF, 21-story home of the James Cancer Hospital and Solove Research Institute at The Ohio State University's Wexner Medical Center. PLANIT worked closely with the facility's architect and university staff to develop their design concept and carry it through implementation.



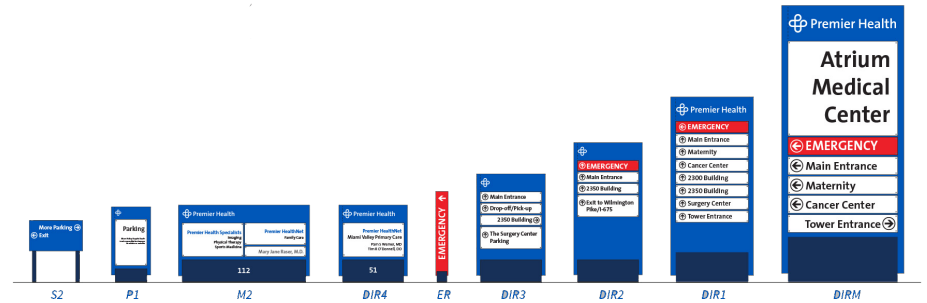
PLANIT

Scope: Wayfinding Audit and Analysis, Planning and Strategy, Messaging, Sign Standards and Design
 Location: Various

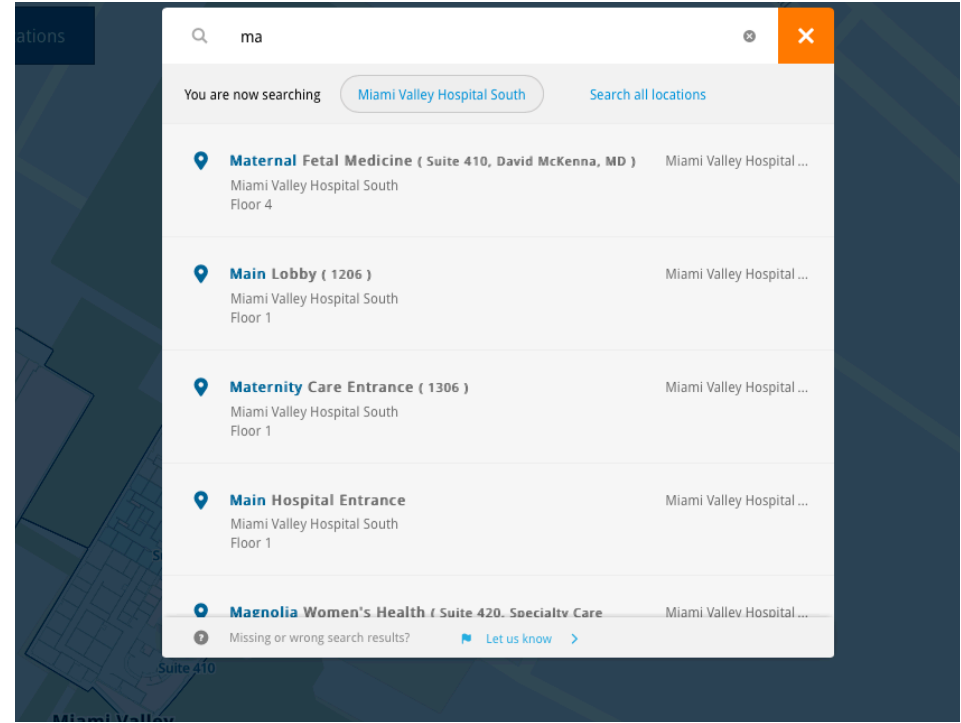
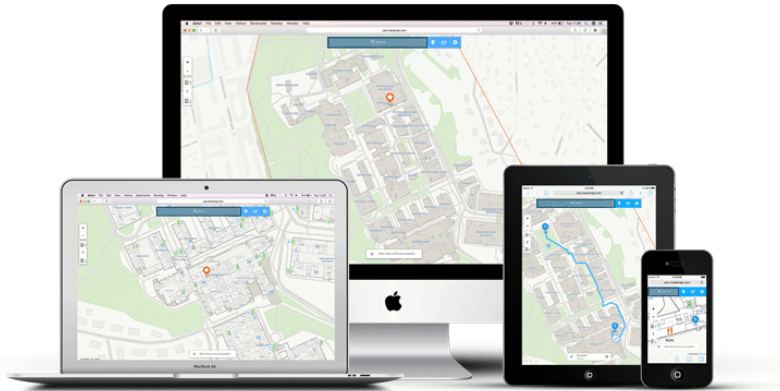
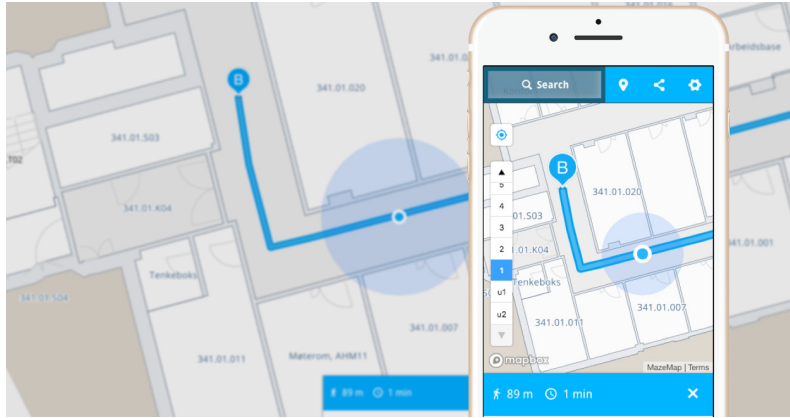


PREMIER HEALTH EXTERIOR SIGNAGE AND BRANDING

As part of a \$4.5 million systemwide brand roll out on six major medical campuses and at more than 80 ambulatory facilities, located throughout western and southwestern Ohio. PLANIT led the development and implementation of a new signage system. The scope of this effort included an audit of each facility's existing signage, a recommendation package for each site, design of new signage standards, presentations to multiple planning commission groups, assistance with bidding, and oversight through fabrication and installation.



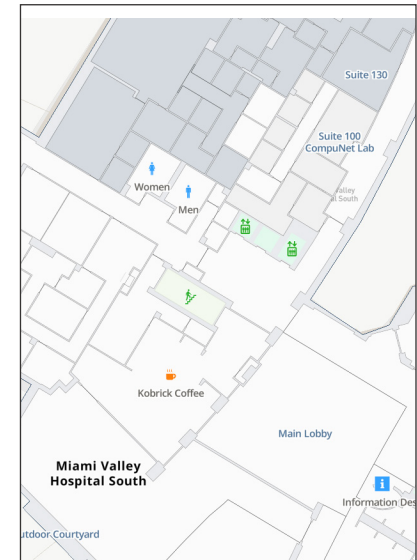
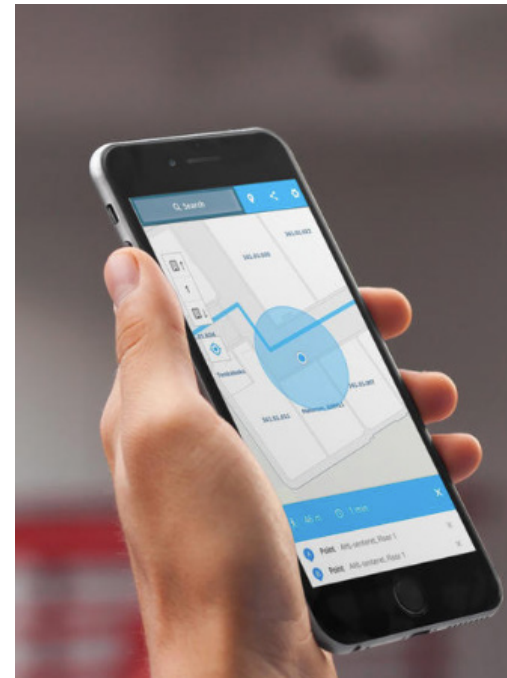
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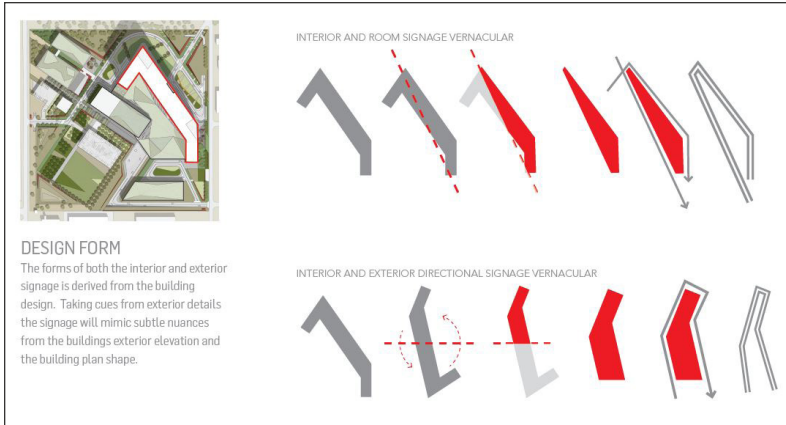


Scope: Digital Wayfinding and indoor mapping
Location: Dayton, OH

PREMIER HEALTH MAZEMAP DIGITAL WAYFINDING

The next great innovation in wayfinding and patient experience is being implemented at Premier Health's Miami Valley Hospital South. PLANIT Studio recently partnered with MazeMap, a provider of indoor map and navigation services that helps generate paths to get users from point A to point B with ease. This unique indoor mapping system provides visitors, patients and staff the best route and precise distance and time estimates to get to the next location while navigating confusing hospital corridors. The program also includes disability resources, such as handicap routes, and voice over turn-by-turn directions for the visually impaired.





KUWAIT POLICE HOSPITAL

The Kuwait Police Hospital is a 4.5 million SF hospital designed to honor and care for police and their families. Our involvement included developing wayfinding strategies for interior and exterior signage, preparing detailed sign location plans, and preparing message schedules for the hospital. Responsibilities included identifying color, material, iconography, and both Arabic and English typefaces. Interior signage was inspired from the hospital's architecture and exterior details. Exterior signage included on-building brand identity and directional signage for pedestrian and vehicular navigation around the campus and parking garage.



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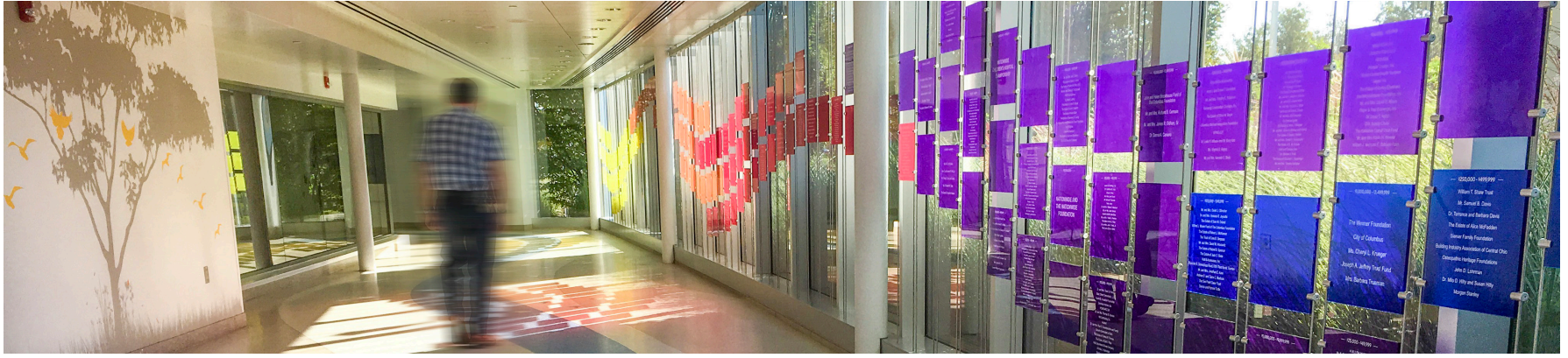
Scope: Wayfinding Audit and Analysis, Sign Standards and Design, Implementation
Location: Kuwait City



KUWAIT CANCER CENTER

PLANIT developed wayfinding strategies and a custom signage system for a new state-of-the-art cancer hospital. We designed exterior sign concepts, developed detailed sign location plans, and prepared message schedules for local fabrication and installation. Our responsibilities included identifying material, color, both Arabic and English typefaces, and iconography for effective communication. Exterior signage included on-building brand identity and directional signage for pedestrian and vehicular navigation around the 2.9 million SF campus and inside the adjacent parking structure.

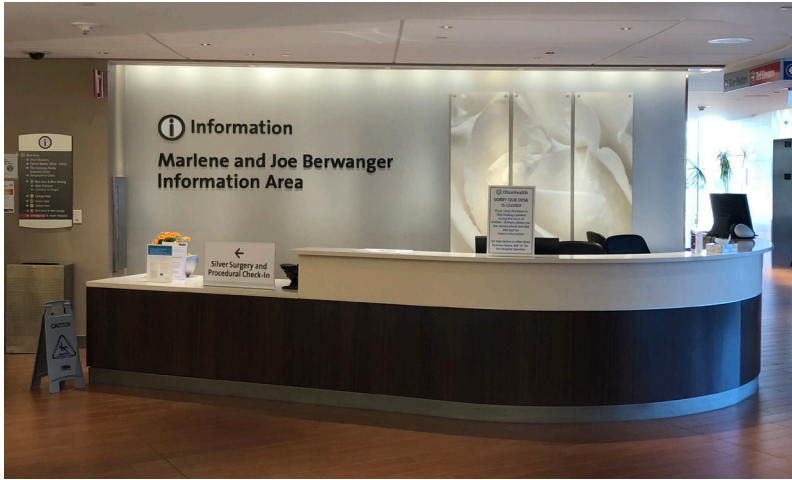




NATIONWIDE CHILDREN'S HOSPITAL CRESCENDO AND DIGITAL DONOR WALLS

PLANIT Studios was retained by the Hospital and their Foundation to develop a new and engaging digital donor feature. Working with NCH's design team, an innovative concept was developed that combines touch screen and motion sensing technologies into a unique interactive and informative display. We also refreshed and updated an existing donor display. Situated adjacent to the Magic Forest, a popular gathering place for families, visitors and staff, the Donor Crescendo is an artful composition of 290 individual panels across a spectrum of 8 colors. PLANIT's design team was able to identify an affordable alternative to the originally specified material which not only provides for timely and cost-effective updates, but more importantly achieves the Hospital's original goal of flooding the corridor in a rainbow of color.





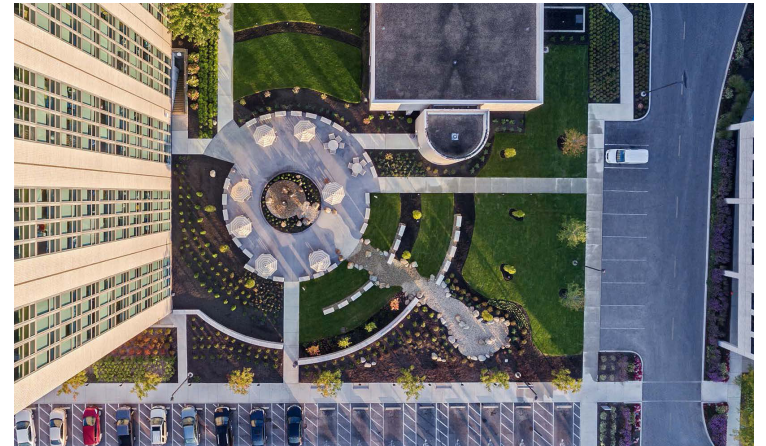
OHIO HEALTH
 PLANIT consulted on all interior and exterior signage for the hospital's new 437,000 SF Neuroscience Center and Bed Tower. The facility features 224 inpatient rooms, 11 operating rooms, two stereotactic radiosurgery vaults, three radiology labs, and 30 diagnostic/treatment rooms. The firm's scope of work was expanded to include the replacement of all exterior directional and system identity signage on the entire Riverside Methodist Hospital campus.

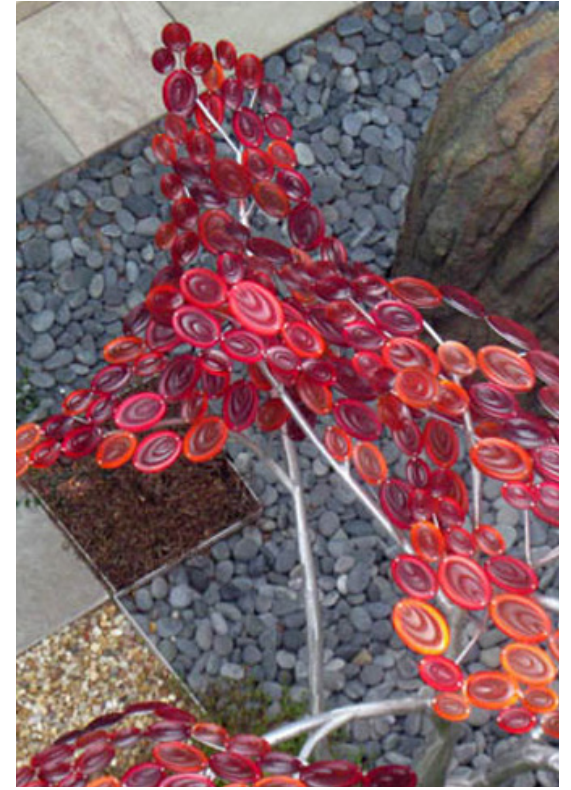


CHESTER FAMILY GARDEN

Chester Family Garden was born from Riverside Hospital's need for a dedicated respite space for visitors and staff. Located next to the main parking lot on route to the main entry, the garden is seen by 80% of hospital visitors, setting a positive tone for the healing and care they are about to receive. Drawing on the healing properties of water the patio itself is circular in form and is an expression of a water drop and its corresponding ripples.

Scope: Landscape Architecture
Location: Columbus, OH





**DUBLIN METHODIST
 ZEN GARDEN**

Prominently located in front of the main elevators on the third floor of the hospital, this garden needed a strong presence due to its dual role of serving both as a viewing garden and a wayfinding element. Since the roof was not designed to support real trees and rocks, local artists were commissioned to provide elements that could provide impact, but not weight. The sculptural tree is comprised of aluminum and di-acrylic resin, the trinity stones are stained lightweight concrete, and black granite beach pebbles symbolize metaphoric water that tie into the nearby lobby waterfall.



TRIHEALTH

The development and implementation of a new signage system was part of a systemwide brand roll out on three major medical campuses and multiple ambulatory facilities located throughout southwestern Ohio. Responsibilities included an audit of each facility's existing signage, a recommendation package for each site, design of new signage standards, presentations to local planning commissions, assistance with bidding, and oversight through fabrication and installation.

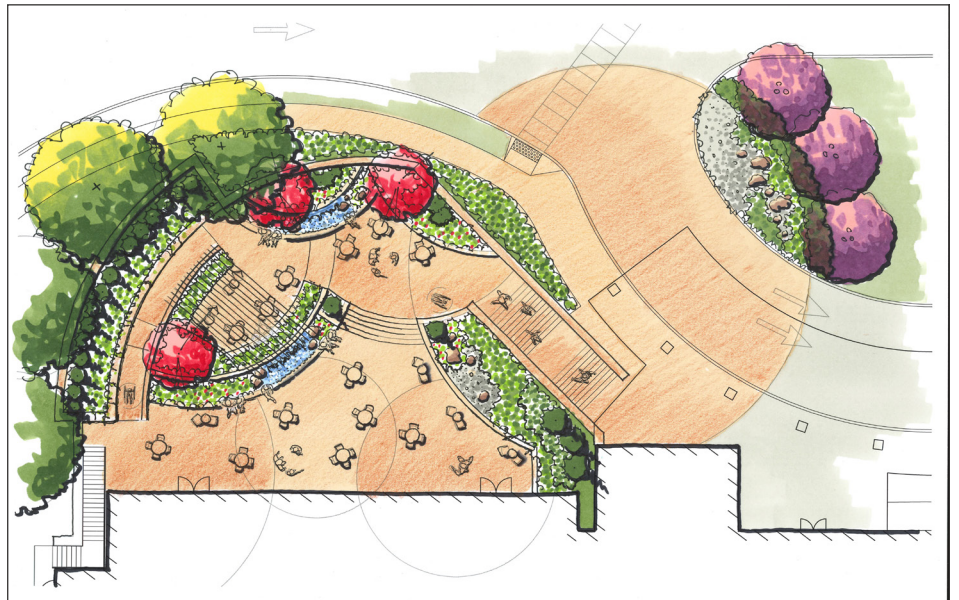
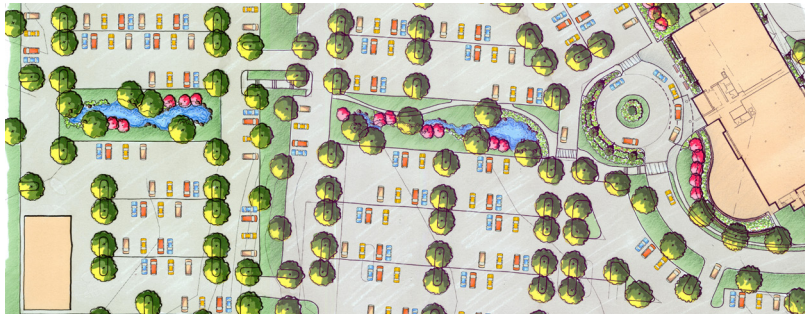
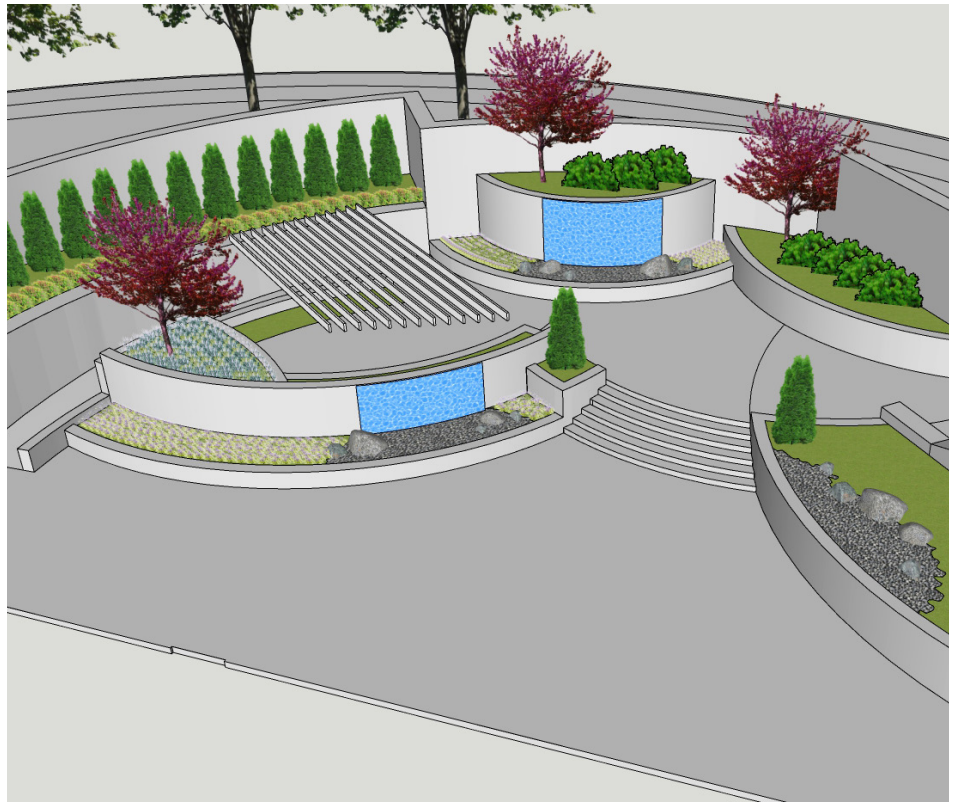
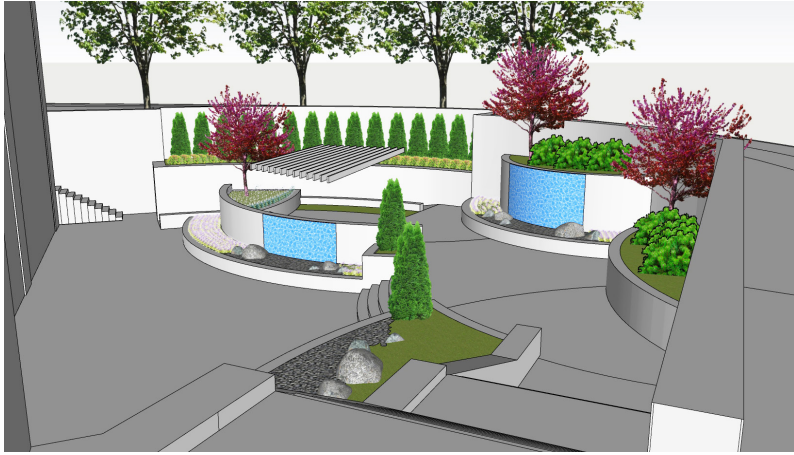
Scope: Wayfinding Audit and Analysis, Planning and Strategy, Messaging, Sign Standards and Design
 Location: Cincinnati, OH



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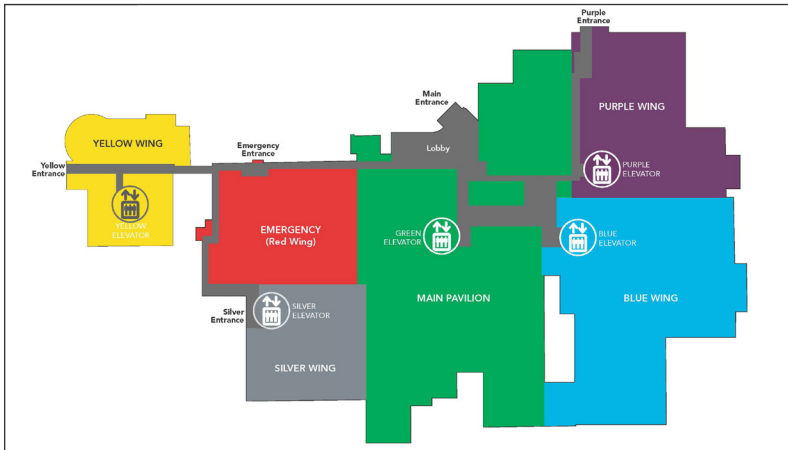


Scope: Wayfinding Audit and Analysis, Planning and Strategy, Messaging, Sign Standards and Design
Location: Cincinnati, OH



KNOX FAMILY CARE CENTER

The topography at the site of the Family Care Center created an opportunity for a sunken courtyard adjacent to the basement dining area. With 16' of grade change, multi-level walls and levels were designed to soften the depth of the courtyard while two wall fountains were designed to fill the space with the sound of water. Landscape softens the verticality of the walls, and lends to the closeness and comfort of the space. Site drainage was directed to a central collector in the parking area. Boulders, gravel, check dams, and landscape create a rain garden effect, slowing water velocity, and creating a passive water feature that comes alive during rain events.



MOUNT CARMEL EAST

Mount Carmel East campus is in the midst of a four-year, \$310 million campus-wide modernization project that includes the addition of a new five-story patient tower, a new main entrance and lobby, expanding parking, peaceful respite areas and park-like outdoor spaces to create an unprecedented patient experience. PLANIT was tasked with creating a new wayfinding strategy and modify the existing interior signage standards to guide visitors through the campus as it grows.

SIGNAGE Yellow Wing

Campus Directory		Yellow Wing	
Department	Page	Department	Page
Administration	Page 10	Administration	Page 10
Cardiology	Page 11	Cardiology	Page 11
Lab	Page 12	Lab	Page 12
Lab - Room 200	Page 13	Lab - Room 200	Page 13
Lab - Room 201	Page 14	Lab - Room 201	Page 14
Lab - Room 202	Page 15	Lab - Room 202	Page 15
Lab - Room 203	Page 16	Lab - Room 203	Page 16
Lab - Room 204	Page 17	Lab - Room 204	Page 17
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Lab - Room 206	Page 19	Lab - Room 206	Page 19
Lab - Room 207	Page 20	Lab - Room 207	Page 20
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Lab - Room 214	Page 27	Lab - Room 214	Page 27
Lab - Room 215	Page 28	Lab - Room 215	Page 28
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Lab - Room 219	Page 32	Lab - Room 219	Page 32
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Lab - Room 223	Page 36	Lab - Room 223	Page 36
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Lab - Room 262	Page 75	Lab - Room 262	Page 75
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Lab - Room 281	Page 94	Lab - Room 281	Page 94
Lab - Room 282	Page 95	Lab - Room 282	Page 95
Lab - Room 283	Page 96	Lab - Room 283	Page 96
Lab - Room 284	Page 97	Lab - Room 284	Page 97
Lab - Room 285	Page 98	Lab - Room 285	Page 98
Lab - Room 286	Page 99	Lab - Room 286	Page 99
Lab - Room 287	Page 100	Lab - Room 287	Page 100

MAIN DIRECTORY WITH MAP PANEL WALL MOUNT

ELEVATOR DOOR BANDS

ELEVATOR DIRECTORY WALL MOUNT

32.5155 CEILING MOUNT / 42.2155 WALL MOUNT

34.5955 CEILING MOUNT / 42.2955 WALL MOUNT



CONTACT INFORMATION

ANDY ENGLISH

Principal

Phone: (614) 505-0375 ext. 701

Email: aenglish@planitstudios.com

Website: www.planitstudios.com