

The Pre-Care Pathway

Working with Alder Hey to reduce pre-visit anxiety in children and parents.

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Our Work in Healthcare



Hospitals

Clinics

Charity centres

**Healthcare
training**

Virtual Tours and In-Hospital Wayfinding

The High Cost of 'The Unknown'

£1.26m

Average cost of
missed appointments
(DNAs) to NHS
per year

42%

DNAs caused
specifically by pre-
visit anxiety

Attendance isn't a
signage problem.
It's a confidence
problem.

Data source: NHS England. (2024). 'Reducing Did Not Attends (DNAs) in Outpatient Services.'

Censuswide (2024). 'DrDoctor study reveals why patients miss hospital appointments'



The Journey Begins Before the Visit

Meet Leo

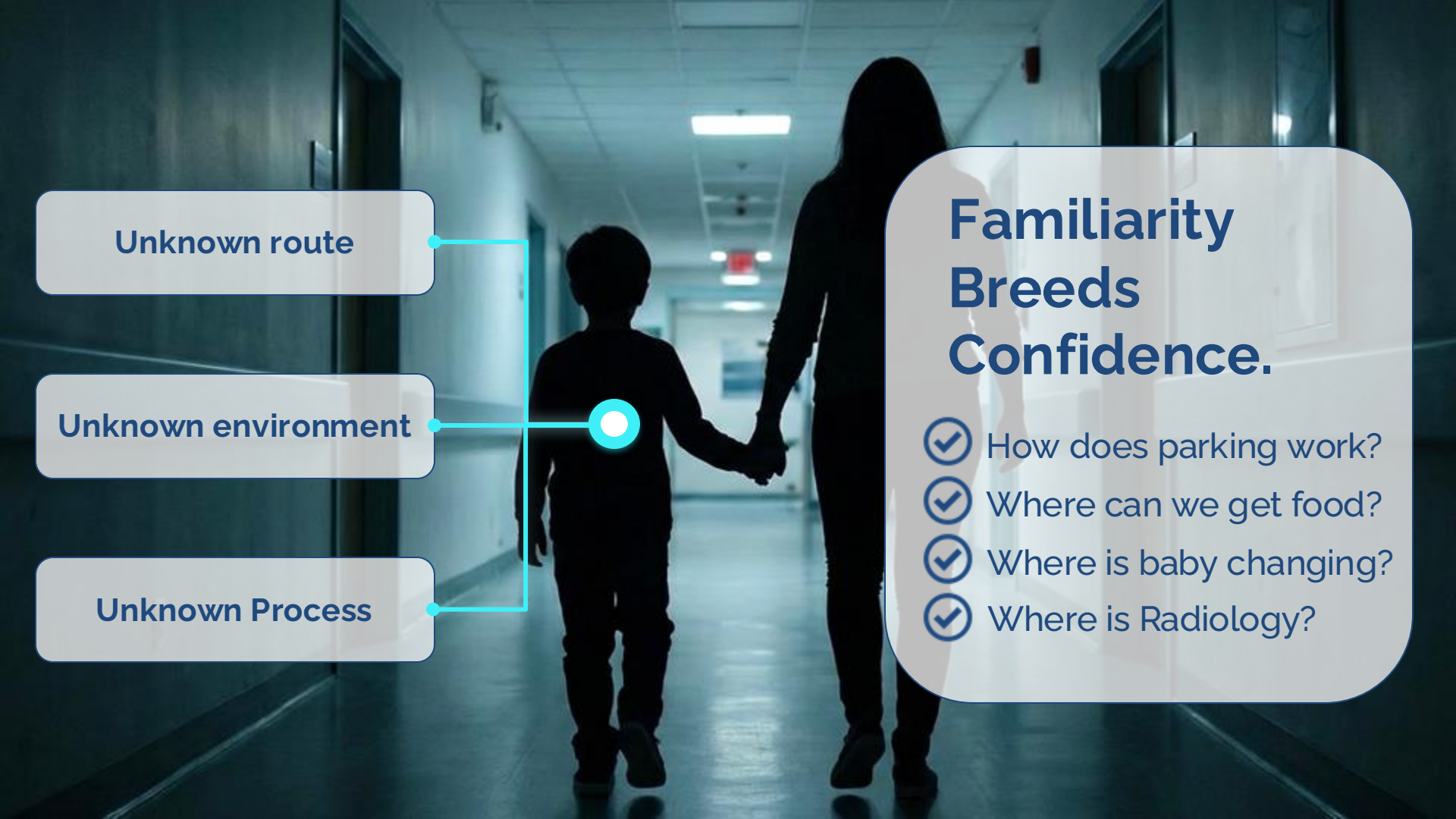
- 7yr old
- SEN-supported autistic child
- Sensory processing issues
- Scheduled MRI appointment in one week at Alder Hey's Radiology department
- Fear level: **HIGH**



The Journey Begins Before the Visit

Meet Megan, Leo's mum

- 27 yr old
- 6 month old baby
- Worried about Leo
- Never visited the hospital
- Anxiety level: **HIGH**

A silhouette of a woman and a young child walking away from the camera down a brightly lit hospital hallway. The woman is on the right, holding the child's hand. The child is on the left. The hallway has doors on both sides and a bright light at the end. Three callout boxes on the left point to the child, and a large callout box on the right contains text and a list.

Unknown route

Unknown environment

Unknown Process

Familiarity Breeds Confidence.

- ✓ How does parking work?
- ✓ Where can we get food?
- ✓ Where is baby changing?
- ✓ Where is Radiology?

The First Step to Reassurance

We offer a simple QR code on every patient letter and email.

This launches the our virtual map solution, bringing the hospital into their home.



the
baguette co.

Welcome to Alder Hey

You are currently in the main hospital atrium. To your left, you can access our outpatients department. Our Wards and Surgical departments are straight ahead, and A&E, Radiology and our campus, which includes Catkin, are to your right.

Welcome to Alder Hey
Children's Hospital

Volunteering
Services





WAYFINDING

Guide families upon arrival

Help patients and families find their way to their appointment when they arrive on site.

Immersive route guidance

Launched via QR code at the hospital entrance, our technology provides real world navigation through the hospital.

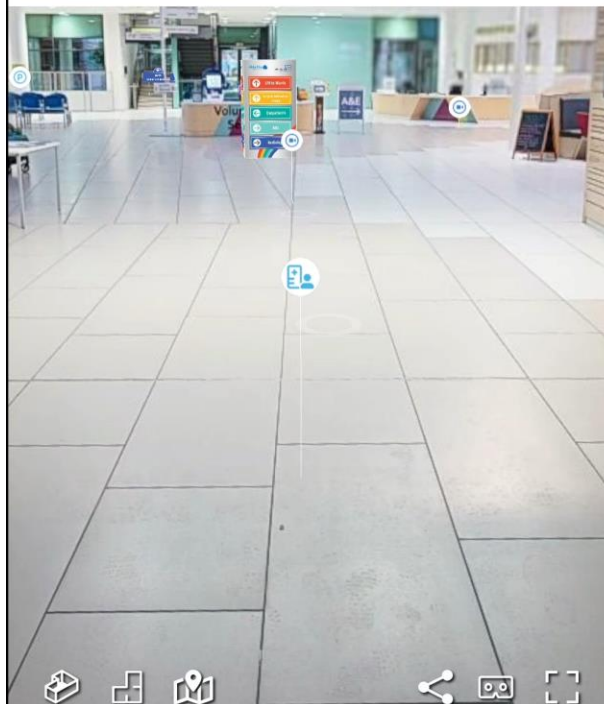


Presented by MediSites360
Pick your route

 Atrium

 Explore the Atrium

> Atrium





Europe's Largest Virtual Hospital Tour

- Completed over **two phases**
- **313,000+** sq ft scanned in 4K.
- **34,000+** total department visits.
- **21,000+** patients engaged pre-visit
- **~5 minutes** average engagement
- Expanded to **5 x Campus Sites**
6 x Community Clinics

Curiosity Replacing Fear



“

My teenage daughter has two rare genetic conditions and has regular outpatient visits... She has found the virtual tour invaluable in making her aware of the specifics of what she will see when she gets there.... She's also used it to show friends and family 'her' hospital which is certainly spreading the word about Alder Hey!

”

- Continuous feedback:
 - Feedback forms
 - Youth forum
 - Social media comments
 - Anecdotal feedback

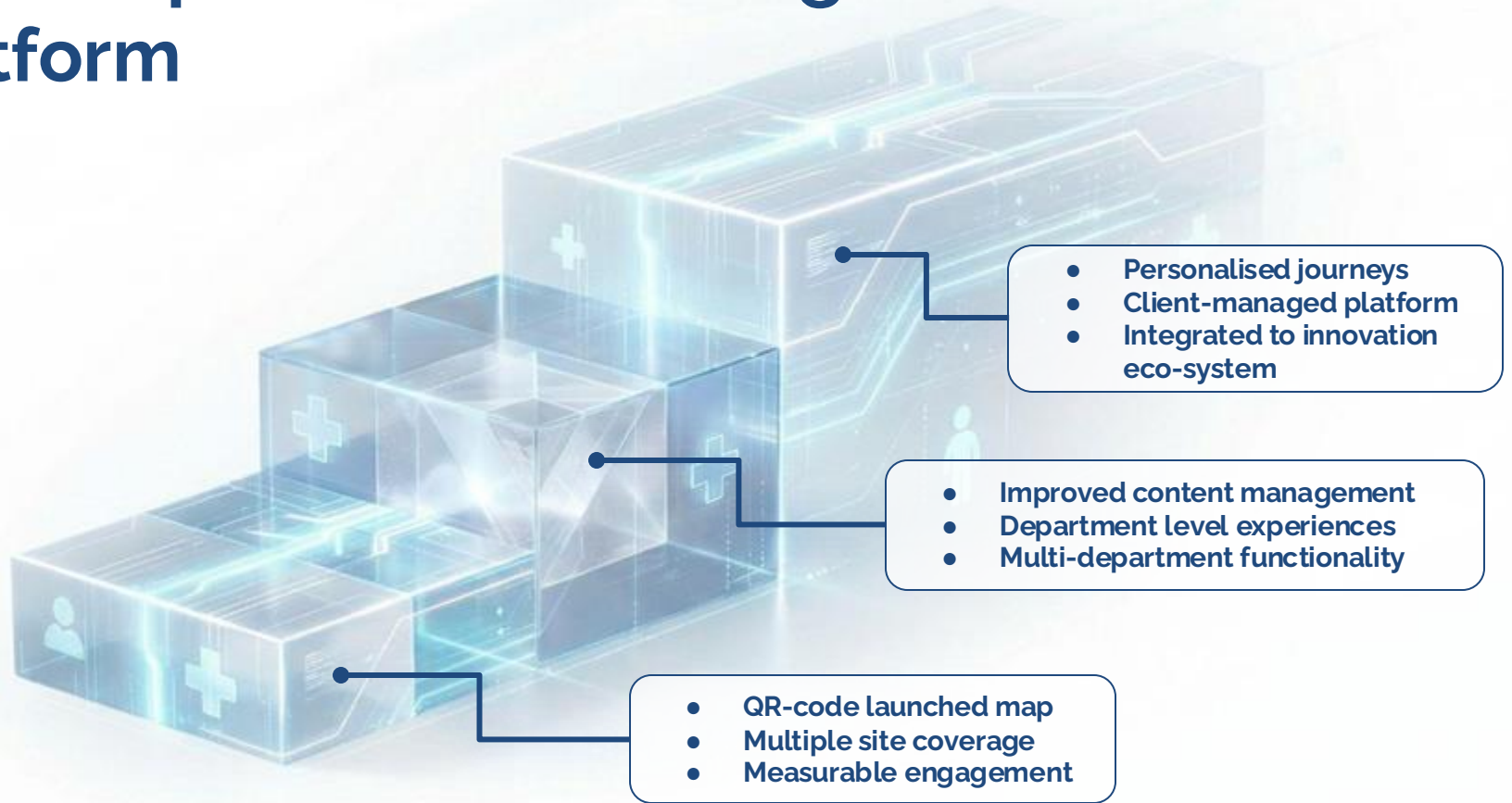
77.1%

“Completely or significantly reduced anxiety”

84.1%

“How well did the virtual map help you understand Alder Hey's facilities and services?”

Roadmap to World-leading Platform



Thank You



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