

Understanding healthcare signage preferences and effectiveness: A survey of medical staff and elderly residents in Kota Kinabalu

ABSTRACT

Hospital signage systems are being assessed for patient guidance. Healthcare signage must be functional to help patients, visitors, and staff navigate medical facilities. The respondents' medical expertise and medical terminology are used to analyse their perceptions of healthcare signs. A thorough analysis of 500 survey participants' preferences and proposals for enhancing healthcare signage, especially in Kota Kinabalu hospitals, was conducted. This survey comprised medical professionals and the general people, both medically literate and untrained. The results showed that text and symbols were the most popular signage type. Those with medical knowledge also knew more English medical terms. Medical professionals were more familiar with such terms. Most responders followed signs and asked for directions around the facility. Many respondents were confused if existing signage could help the blind or illiterate. Despite this confusion, respondents found hospital signs clear and well-placed. However, they proposed adding more symbols, colours, standardised designs, simple vocabulary, and temporary signage to improve efficacy, simplicity, visibility, standardisation, and nomenclature. A study found that enhancing visual contrast, readability, and simplicity improves hospital signage for users. It offers suggestions for improving hospital signage to serve varied patient groups.