

# MEDICAL, HEALTH & SAFETY SIGNAGE



Image credit: Signarama Australia

All you need to know about signage solutions specific to the medical industry

## Quick Product Guide

Medical establishments of all kinds require various signage solutions that not only enhance their medical brand but set out to serve medical staff, customers, patients and visitors in various ways.



Image credit: Signarama Australia



Whether you need to highlight your hospital or clinic in a suburb or advertise your mobile clinic on the road or comfort patients in waiting rooms, Signarama can assist with all your medical signage needs.



Image credit: Signarama Australia

# WHY DOES A MEDICAL ESTABLISHMENT NEED MEDICAL, HEALTH & SAFETY SIGNAGE:



## LOCATION

*Patients, visitors and employees need to find medical establishments quickly and easily.*



## HIGHLY VISIBLE

*Illuminated signage is highly visible no matter how bad the weather is (day and night), this indicates where your hospital, clinic or practice is situated.*



## WAYFINDING AND DIRECTIONAL ASSISTANCE

*Direct your patients or visitors effectively to save time and resources.*



## ACCESSIBILITY

*Braille for visually impaired patients or illuminated flashing arrows for hearing impaired patients make their medical experience easier and less frustrating.*



## RESTRICTED AREAS OR WARNING SIGNS

*Inform or warn employees, patients and visitors of restricted areas effectively.*



## OPERATIONAL CONCERNS

*Operating hours, visiting hours or important machine operating directions can be properly communicated.*



## REDIRECTION OF EMERGENCY SITUATIONS

*If emergency care is not provided around the clock, redirection details should be provided for such cases to seek treatment.*



## INTERNAL AND EXTERNAL BOUNDARIES

*Visitors, patients or employees are better informed when public and private areas are clearly marked.*

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## PRIVACY AND CONFIDENTIALITY GUARANTEED

*The use of window frosting or 'Private' signs ensure that patient confidentiality and privacy is upheld.*



## SAFETY AND EXIT ROUTES

*Fire escape routes and exit routes should be clearly marked and identified regardless of the industry or establishment.*



## SPEEDS UP PATIENT OR WAITING INTAKE

*If visitors, consumers or patients know where to go, the productivity of an establishment is kept at an optimum level. Proper signage decreases waiting times, confusion or delays.*



## SURVEILLANCE WARNINGS

*If your establishment is under camera surveillance, you are required to make this known by the use of a sign.*



## EASE PATIENT OR VISITOR ANXIETY

*Think about the comfort of your patient and visitor as they are in the hands of a healthcare provider. Good communication with clarity on what can be expected goes a long way to ease anxiety and abate confusion.*



## PANDEMIC SIGNAGE SOLUTIONS

*If you require crisis signage solutions related to emergencies or health pandemics such as the COVID-19 pandemic.*



**Signarama has a wide range of health, safety or medically related signage options to choose from, ensuring patients, visitors and medical employees alike are informed, directed appropriately and notified accordingly.**

# OUR RANGE OF SIGNS SUITED TO THE MEDICAL INDUSTRY:



Image credit: Signarama Australia

## ILLUMINATED SIGNS

These highly visible signs are used to indicate where a medical establishment is located and whether they are open for emergency situations.



Image credit: Signarama Australia

## SAFETY SIGNS

These signs are placed in strategic places to warn and inform people of specific situations or notices.

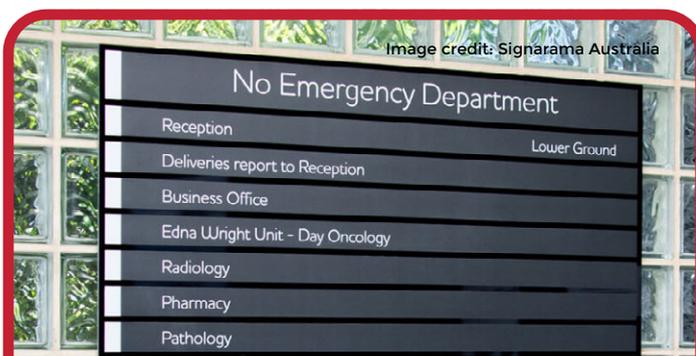


Image credit: Signarama Australia

## WAYFINDING SIGNS

Wayfinding signs start at the entrance of your establishment to direct and guide people to the parts of the establishment they are looking for. Whether a parking lot or aisle, wayfinding signs help people to simply find their way around.

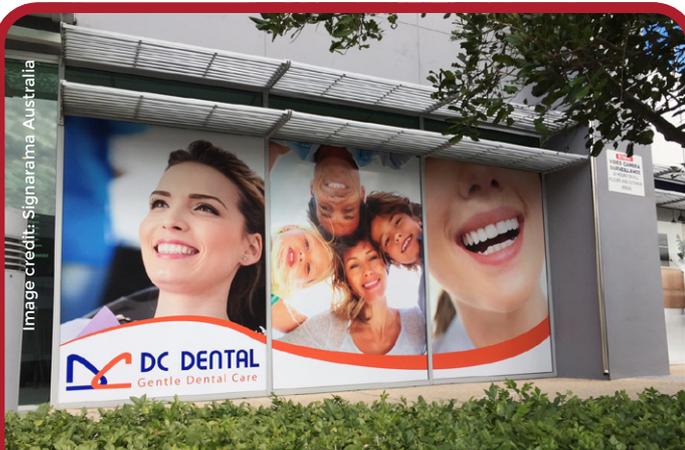


Image credit: Signarama Australia

## 3D SIGNS

Brand reception areas, patient areas or define parts of a medical establishment with the use of various 3D signs. These signs can be illuminated for maximum visibility.

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### WINDOW SIGNS

Ensure privacy with frosted glass doors and windows or cubicle divisions whether at information, registration or pharmacy queues. Liven up waiting areas or those for children with wall decals or wallpaper that are guaranteed to ease anxiety or distract nervous little patients.



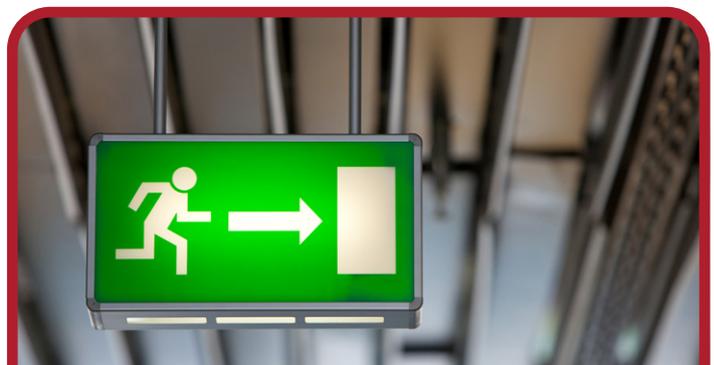
### DIGITAL SIGNS

These signs can be used to educate, alert or inform visitors, shoppers, patients or staff on updates within an establishment. Adding the time and date to your digital displays enhances the customer's experience too. Consider the difference a dynamic digital sign or board can do for your establishment. Digital signs are especially useful in coffee shops or restaurants in hospitals for the benefit of everyone in that space.



### MONUMENT OR PYLON SIGNS

The use of these outdoor signs can successfully promote your establishment or can be used to indicate parking areas or divisions within a medical centre.



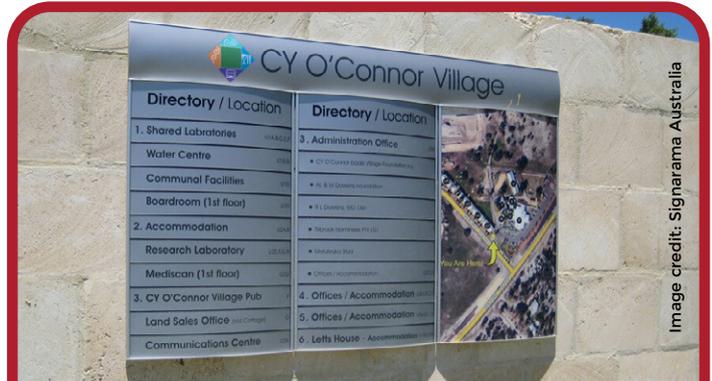
### LIGHTBOXES

Lightboxes are perfectly suited to highlight entrances, exits or establishments.



### PERSPEX DIVIDERS

Protect the health of employees and patients or shoppers by placing Perspex dividers at till points or information points.



### METAL SIGNS

These signs are suited for outdoor exterior applications to appropriately brand your establishment as well as identify it.



### RECEPTION SIGNS

Guide and welcome guests and patients with branded reception signs.



### ROOM OR DOOR SIGNS

Divide and highlight room numbers or cubicles appropriately with room or door signage.



# WHICH ESTABLISHMENTS CAN MAKE USE OF MEDICAL, HEALTH AND SAFETY SIGNAGE?



Hospitals

Clinics

Dentists

Medical Suppliers

Doctors

Health & Wellness Centres

Pharmacies

Emergency Services

Medical Training Facilities

Mobile Clinics

Hospice

Mortuaries

Laboratories

Healthcare Settings

Radiology

Rehabilitation Facilities

Pathology

Physiotherapists

Sick Bays

Step-down Facilities



Image credit: Signarama Australia



# EMERGENCY | CRISIS | PANDEMIC SIGNAGE

The COVID-19 pandemic and subsequent repercussions due to this global health disaster has taught the world to treat health threats differently. Safety measures such as social distancing, lockdown information and decontamination guidelines are now part of our signage offering.

The following signage solutions are available for crisis or pandemic management:

## STICKERS OR DECALS

Custom stickers can be designed and printed for various surfaces and used for trolley sanitising stations, hand sanitising stations, distancing protocols, floor markers and till points. Labelling of sanitisers can be done with stickers too.



## A-FRAMES

Advertise system changes, processes or information by using these mobile signs outdoors or indoors within retail sectors, essential service providers and medical establishments.

The following signage solutions are available for crisis or pandemic management:



### CAUTIONARY TAPE

Cordon off areas or items effectively with tape that can be branded as non-essential goods.

### SNAPPER FRAMES AND POSTERS

Inform, educate and warn workers, consumers, patients and visitors of protocols required. Wash your hands, sterilise your hands, coughing and sneezing protocols (and more) can be communicated effectively and interchangeably.



### PERSPEX DIVIDERS

Custom Perspex dividers can be used to protect cashiers and consumers alike as well as healthcare workers and patients in reception areas.



Signarama is equipped to service industries, including those identified as essential service providers with the above signage solutions and more. Speak to your local Signarama store regarding any custom needs you may require in order to service the public appropriately in times of crisis.

# WHY CHOOSE SIGNARAMA FOR YOUR SIGNAGE NEEDS?

- Years of expertise and knowledge in the signage and branding industry
- Highly skilled workforce
- Creative and efficient production and design practices
- Professional installation and application
- High-quality materials used in all signage applications
- An authoritative voice in the signage industry
- Client-focused work ethic designed to help your business grow
- Network located across Southern Africa
- Signarama is a credible member of The Franchise Association of Southern Africa (FASA)

Image credit: Signarama Australia



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# THE SIGNARAMA DIFFERENCE IS IN THE *detail*

Due to our collective years of experience both locally and internationally, Signarama takes the utmost care when dealing with clients and strives for a smooth signage process from conception to installation. Each client is treated with due diligence and care, ensuring their individual needs are specifically considered and addressed, resulting in bespoke signage – *the Signarama way!*

We take great pride in our wayfinding, health, safety and medical signage, ensuring our designs look professional and flawless. We only work with the best technology and materials in the signage industry, yielding uncompromised quality and workmanship in both design and application of our medical signs.

*This is the Signarama difference!*



# Thank you

for choosing Signarama for your signage needs.

Signarama is South Africa's biggest and most trusted signage franchise. From concept to installation, we can assist you with all your signage and branding needs. The range of medical, health and safety signage that we offer, is guaranteed to suit all medical centric establishments and budgets. If only the best is what you want, you can be rest assured your branding needs are in good hands with us!

With over 20 years' experience in the industry, Signarama prides itself on professional signage and branding solutions that are delivered on time, every time.

*Trust us to help grow your business.*





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