

"A nation without a past is a nation without a present or a future."

The late Sheikh Zayed

"من ليس له
ماضٍ، ليس له
حاضر ولا
مستقبل."
المغفور له الشيخ زايد



CASE STUDY:

ABU DHABI HEALTH SERVICES COMPANY (SEHA)
ABU DHABI, UNITED ARAB EMIRATES

HOW CAN A HEALTH CENTER TRANSITION FROM A PLACE OF DISEASE PREVENTION TO A PLACE OF WELCOME?

"In partnership with the Astorino Healthcare Advisors, fathom provided strategy and guidance in the streamlining of this health clinic. Their work informed both the physical space, such as signage and a wayfinding system, and overall operational process to ensure a smooth experience for the patients."

- Suzan Malik

Project Manager, SEHA

challenge

To create a Disease Prevention and Screening Center (DPSC) that offers a hospitable and warm welcome to those arriving in Abu Dhabi for the first time, facilitates education and understanding, and allows the customer to feel healthy and secure, all while providing process revisions to optimize cost and efficiency.

methods

fathom's innovative research process enabled a deeper understanding of how to best align the goals and vision of SEHA with its key stakeholders such as its physicians, staff and customers. The techniques employed throughout our site visits at both the urban and suburban clinics included process-oriented observation and timing exercises to understand the flow process in more detail. Additionally, we conducted one-on-one, in-depth interviews with the staff, physicians and customers and distributed surveys to these stakeholders, comprised of a thorough sensory and experience exploration.

fathom collaborated closely with Astorino architects and designers to creatively and intelligently translate this information into the best possible design solutions.

findings

fathom uncovered the themes of **Journey**, **Integration**, and **Identity** as crucial to the ideal DPSC experience.

selected actionable insights

Journey encompasses the literal and metaphorical migration experience. In both senses, SEHA acts as a gateway to the Emirate, to employment, and to new beginnings—a middle ground between the life left behind and the life that lies ahead.

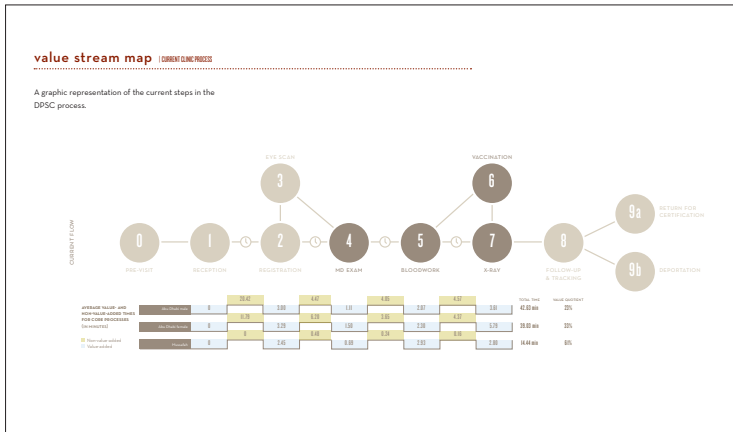
Integration refers to the coming together of SEHA's vision, mission, and values, the state-of-the-art clinic's efficiencies and equipment, technology, and the experience of the user in order to create the ideal experience.

As a relatively new entity in Abu Dhabi, SEHA is creating an **identity** and reputation through the implementation of its mission, vision and values that will resonate with the community, region and world.



Visit www.gofathom.com or give us a call at 866.632.8458

ABU DHABI HEALTH SERVICES COMPANY (SEHA)



wayfinding and branding concepts: ICONS

Given the language barriers that SEHA faces, the use of easy-to-understand icons can help customers navigate through the screening process. The icons on this page are derived from symbols developed by the American Institute of Graphic Designers, the U.S. Department of Transportation (DOT), and others. They are SEHA-branded through color and shape.

RECEPTION | REGISTRATION | EYE SCAN | MD EXAM | BABY | VACCINATION | BLOODWORK | CERTIFICATION | AIRBORNE

IDENTITY

Authenticity Heritage *Abu Dhabi*

"When designing new buildings and shaping the urban environment, architects and planners should be mindful of the brand of Abu Dhabi. In practice, those involved in urban design and development should seek to ensure their work is consistent with the modest and respectful tone that the Emirate is seeking to express. In line with its traditional Arabian heritage." Office of Brand Abu Dhabi

Authentic
Traditional
Proud
Cultural
Warm and Humane
Open to new ideas
(systems of culture)
Oil wealth
Modern
Hi-tech, modern
Connected to roots

From natural fibers like silk, linen and lightweight knitted textiles.

INTEGRATION

Respectful and Welcoming *Abu Dhabi*

"To become more than a promise, the brand must be a real experience for the visitor. Every personal interaction they have, and every behaviour they experience, should subtly reinforce the message: they are welcome." Office of Brand Abu Dhabi

From natural fibers like silk, linen and lightweight knitted textiles.

JOURNEY

Progress Opportunity Home **Arabic Hospitality**

Organic textures Thin and thick weaves along with gauzy construction have a raw and handmade feel. Interiors that blend modern decor with human craft. There is an apparent reverence for natural surroundings.

