

CASE STUDY: CTMH DOCTORS HOSPITAL



Modern Seating

About the Client:

CTMH | Doctors Hospital is an 18-bed, hospital specialising in surgical care. Residents and visitors of the Cayman Islands enjoy access to a full range of health care services provided by their internationally recognized, locally residing physicians and visiting specialists.

The Challenge:

CTMH Doctors Hospital underwent a change in ownership and rebranding. As part of their commitment to continuous improvement, they wanted to ensure a comfortable and consistent patient experience throughout all touchpoints. Naturally, the patient waiting area at the front of the building made sense as the first place to start as it is the first point of patient interaction at the hospital. "We wanted to ensure our patients had a comfortable location while they are waiting for loved ones, their prescription, or for someone to pick them up." says Jennifer Williams, Hospital Concierge Officer for CTMH. Being an active hospital, management was working within tight deadlines for specification, selection, approval and installation.

The existing furniture was dated and the layout of the furniture in the patient waiting area was not in line with the aesthetic that hospital management wanted. According to Ms. Williams: "With the re-branding of the hospital we wanted a fresh look in our lobby."

Hospital management recognized that dated fixtures could impact patient experience. They wanted patients to have a great experience at the earliest possible interaction with the hospital.

Having a welcoming and comfortable waiting area was one of the main priorities for management as part of their re-branding. They knew that modern fixtures would help to improve patient experience and customer satisfaction.



Custom Concierge
Desk



Improved Patient
Experience

CTMH Doctors Hospital Modernizes Facility and Improves Patient Experience



Needs Assessment:

CTMH Doctors Hospital needed waiting area furniture that would stand up to the rigorous use of a busy hospital, while making for a pleasant and comfortable patient experience. According to Ms. Williams: "We needed the product to meet the needs of all of our patients and guests"

Kirk Office worked closely with hospital management on a solution for their waiting area furniture, considering factors such as room size, layout, user height & weight, frequency of use and material options for a broad cross-section of patients. Using that information, they consulted with numerous manufacturers to ensure they could deliver on the specific needs of CTMH Doctors Hospital.



CTMH Waiting Area Prior to Remodel

"We needed the product to meet the needs of all of our patients and guests"

Recommendation:

Kirk Office recommended the Achella line from Arcadia. Using anti-microbial upholstery and built for use in a healthcare environment, the Achella line is ideally suited to the unique needs of a hospital waiting area. A custom concierge desk was designed to match the overall aesthetic of the waiting area and provides an anchor point to the space, ensuring that patients are directed to the appropriate area of the hospital.

Result:

The new furniture has maintained the seating capacity of the previous layout, while making more space within the waiting area and creating a more consistent, inviting environment. The addition of multiple seating heights also caters to the diverse needs of CTMH's patients.

Feedback from employees and patients has been overwhelmingly positive. The furniture in the waiting area now reflects the modern aesthetic of the hospital and matches the quality care that patients have always received.

The layout promotes comfort and convenience, improving patient experience. Says Ms. Williams: "We are very pleased with the final product and we would be happy to continue to work with Kirk Office on future projects."



Arcadia Achella Reception Chair

CTMH Waiting Area After Furniture Installation:

