

Community Diagnostic Centre Improvement Vignette

Site name:

Clatterbridge Diagnostics (Community Diagnostic Centre), The Clatterbridge Cancer Centre/Wirral University Teaching Hospital NHS Foundation Trust

Core components/principles

Through the Experience-Based Design (EBD) approach, patients and staff highlighted the difficulties of navigating the hospital site and locating the Community Diagnostic Centre (CDC). This feedback informed the decision to prioritise improvements in wayfinding and signage. The guiding principles included:

- Emotional mapping of patient anxiety around navigation and arrival
- Co-production with staff and patients to ensure clearer communication
- Simplification of site naming to reduce confusion
- Enhancing staff wellbeing by reducing the burden of frequent wayfinding queries

Our challenge

Prior to the improvements, one of the most common concerns raised by patients was difficulty locating the CDC. The centre operated across two separate buildings on the Carter Bridge site, each housing different services (ultrasound, bloods, and cardiorespiratory tests in one; CT, MRI, and dermatology in the other). The inconsistent naming conventions added an additional layer of confusion. Patients, often already anxious about their health and upcoming tests, reported feeling lost and stressed upon arrival. Staff were frequently stopped on site to give directions, while receptionists had to manage high volumes of wayfinding-related queries. This created an emotional barrier for patients and an operational challenge for staff.

What we did (the process)

The team received funding which was directed towards patient-focused improvements in signage and naming clarity. The actions included:

- Commissioning new signage placed at key points across the site, including entry roundabouts and near the cancer centre
- Renaming the two CDC buildings to 'Clatterbridge Diagnostics A' and 'Clatterbridge Diagnostics B' for simplicity and consistency
- Installing large, clear signs at decision points to direct patients accurately between the two centres

This process was informed by the EBD findings and co-designed with input from frontline staff. Feedback loops with reception staff confirmed that the changes were making navigation easier for patients.

What we achieved (the outcomes/data)

The new signage and naming strategy have significantly reduced patient confusion. Reception staff report that fewer patients are arriving flustered or late because they could not locate the correct building. Patients are now more confident navigating the site, and the operational burden on staff has been lightened. Although some minor challenges remain (particularly with newer services such as dermatology), the initial EBD-identified issue of poor wayfinding has been addressed successfully.



Testimonials

The voice of the patient

"I noticed there was improved signage which made it easy to locate the diagnostic centre when I arrived."
 - X-Ray Patient, Clatterbridge Diagnostics A

The voice of the CDC

"We have noticed less patients coming in and complaining that they couldn't find us, which is positive."
 - Reception staff, Clatterbridge Diagnostics A

"This funding allowed us to respond directly to patient feedback. By simplifying the building names and improving signage, we've made the arrival process less stressful for patients and easier for staff to manage."
 - Natasha Marie Turner, Wirral University Teaching Hospital NHS Foundation Trust

Key contacts:

Natasha Turner – Operational Service Lead, Clatterbridge Diagnostic Centre