App to help Kaleida patients navigate Medical Campus

By Karen Robinson
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A smartphone app will help visitors find their way to the new John R. Oishei Children's Hospital when it opens this fall on the Buffalo Niagara Medical Campus.

The technology will take people from their home to their area of care, right down to figuring out parking near the hospital and then helping them navigate where they need to go once they're inside Oishei.

"We will use it at the Oishei Children’s Hospital, introducing a mapping function in its MyKaleida digital app that automatically switches from car directions when visitors arrive at the parking ramp, to walking directions," said Michael P. Hughes, Kaleida senior vice president of public affairs and marketing. Key areas will be pre-loaded, such as clinics, cafes and bathrooms.

A moving dot allows people to find a clinic or key areas. Kaleida also is using a color-and-symbol-themed coding system designed to help parents and children find their way around.

"What makes this way-finding system extremely beneficial is our app," said Cletis B. Earle, Kaleida vice president and chief information officer. "It will extend to the rest of campus, and Oishei is the next one to get it."

The app will also alert families with a reminder for upcoming appointments.

"You'll just press a button and it will automatically route you to the hospital, but it will get you to the relatively closest parking spot to the area," Earle said. "Once you get inside the hospital, it will switch over to the internal way-finding solution. It can actually visually guide you throughout the hospital to get you to that location."

It was launched earlier this year with the opening of the new Oishei Children's Outpatient clinics within the Conventus Building at High and Main streets. The new hospital is the next facility to be included.