

Phelps Health

ROLLA, MISSOURI

HEALTHCARE | INTERIOR + EXTERIOR | DESIGN + WAYFINDING

PROJECT PROFILE

Based in Rolla, Missouri, Phelps County Regional Medical Center (PCRMC) has just completed a rebrand and changed its name to Phelps Health. This rebrand was driven by significant growth over the past several years and a service area that has expanded well beyond the boundaries of Phelps County. With a six-county service area and inconsistent brand application across multiple facilities, the Board of Trustees voted unanimously in late 2018 to rename the healthcare organization and bring all care delivery centers under the new Phelps Health umbrella.

Phelps Health selected INNERFACE as their Design+Build partner for all signage and wayfinding needs related to the brand change. Our experiential graphic design team worked closely with Phelps Health to consistently apply the new brand across a very wide variety of environments.



PHELPS COUNTY REGIONAL
MEDICAL CENTER



Phelps Health

Planning and Implementation

Concerned with more than just increasing visibility in the communities they serve; we used the brand change to develop a new wayfinding and identification master plan for each Phelps Health campus that focuses on improving the patient and visitor experience. By creating a more friendly and consistent environment for care delivery, our goal is to best represent the new Phelps Health brand and increase community awareness.

One of the primary challenges of a healthcare system rebrand relates directly to the diverse array of sign types and applications impacted. From large acute care campuses to small clinics and practices, the needs are highly varied and space is often limited. Detailed surveys are needed to assess existing conditions and make recommendations related to sign replacement, retrofit options and modifications to existing signs. We also used the project to either update or replace all lighting elements with LEDs. This will decrease energy consumption and long-term maintenance costs while enhancing visibility.

Working across multiple counties or municipal boundaries and potentially with multiple landlords requires research of signage codes and detailed communication as part of the planning process. Understanding size, location and mounting limitations up front save time and money over the course of the project. Having an experienced team and single point of accountability greatly compresses the timeline and positively impacts the outcome.

Previous Condition / Drawings

New Installation



Existing



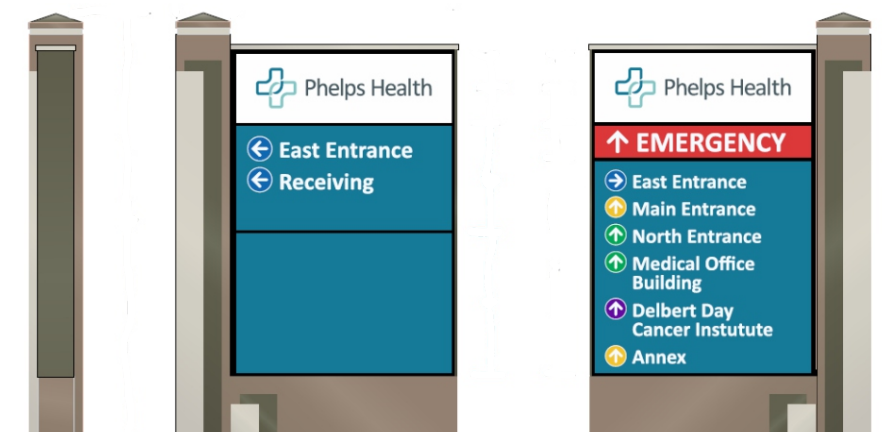
Design and Wayfinding Solutions

With a January 1st deadline, INNERFACE worked together with the Phelps Health team to prioritize implementation across two primary phases. Working through the holidays, we completed the first phase on time and within budget. Phase two installation will be complete by July 1st. The result will be comprehensive exterior identification and wayfinding system that efficiently moves patients and visitors and best represents the new Phelps Health brand in the communities they serve.

Previous Condition / Drawings



New Installation





The initial brand change project focus and most branded elements were exterior applications. With the exterior signage, wayfinding and brand change complete, we look forward to working on improvements to the interior wayfinding experience next. For more information on how INNERFACE can help with your rebrand or wayfinding project, get in touch.

