

Intercom

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SEDO Helps Patients, Visitors (Employees, too!) Find Their Way Around Medical Center

Everyone's seen those triangular signs workmen are mounting on the ceilings of the Medical Center's first floor. And, everyone's asking, "What are they?"

They're part of SEDO, an innovative system designed to help patients, visitors, students, and even employees find their way around the Medical Center.

SEDO, nickname for the "System for Environmental Direction and Orientation," was created by Hugh Spencer, a graphics consultant from Atlanta who spent many months at Duke researching the best possible methods of getting people where they want to go most efficiently.

The heart of the plan is the division of the Medical Center into eight major sections, each designated by a different color.

Within each color zone, the unique lighted signs on the ceiling guide persons to clinics, departments, and wards located in that zone. All signs, elevators, and

stairway doors will match the color of the zone where they're located.

Complementing the sign system are two small leaflets, soon to be available at all public Hospital entrances, which explain the color coding system to people not familiar with Duke. One leaflet gives directions to each ward and the other is for locating departments and clinics.

The entire SEDO plan should be unveiled about the first of March.

The Medical School Advisory Committee (MEDSAC), medical division chiefs and chief residents heard Mr. Spencer explain the system at comprehensive briefings last week. Sessions to introduce all other Duke personnel to SEDO are scheduled next week. (See "Learn About SEDO," this page)

At present, SEDO includes more than 150 sign units, most of them on the first floor. The flexibility to make changes in the signs as they become necessary was

built into the system.

Medical Center planners hope to add more signs for certain parts of the ground floor and some of the upper floors as funds become available. Budget for the initial SEDO system was about \$60,000.

The decision to implement a routing system within the Medical Center was made by hospital administrators and the Planning Office in early 1968. Mr. Spencer, who, incidentally, designed the sign system for Canada's Expo '67, began work on the Duke project early in 1969.

Duke is the first to use the SEDO approach of routing people through a large medical center. The hanging signs were designed specifically for Duke Hospital and were constructed by Graphicon, Inc., of Greensboro.

Next week's entire *Intercom* will be devoted to explaining the SEDO system in detail.

If you have any questions about the system, please contact the Office of Public Relations, extension 4148, of Hospital Box 3354.

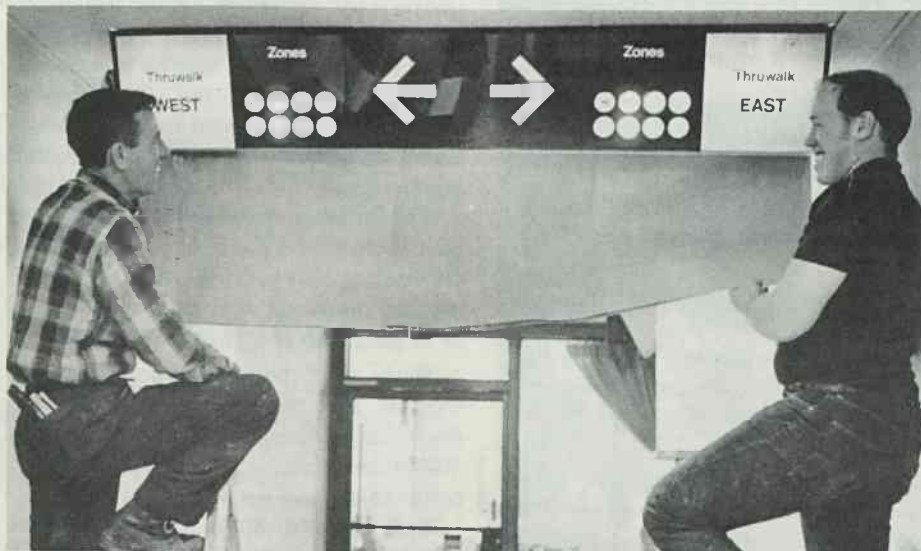
Learn About SEDO

If you have contact with people coming to Duke for the first time, this notice is for you.

You're invited to attend one of four meetings that Medical Center administrators have set up to introduce you to SEDO. Each lasts about an hour.

Any department head or division chief who was unable to attend the briefing for medical staff February 9 is invited to participate in one of next week's sessions.

The SEDO programs are scheduled for 10 a.m. and 5 p.m. on Tuesday, February 23, and at 10 a.m. on Wednesday, February 24, all in Room M-224, Davison Building. A session for night-shift employees is set for 5:30 a.m. on Thursday, February 25 in the amphitheater.



HERE'S WHAT'S UNDER THE PAPER COVERING—Jim Dosier, left, and Bill Boswell, both servicemen with Graphicon, Inc., of Greensboro, are installing the SEDO signs throughout the Hospital. The signs will remain covered until all are up to avoid confusion. (photo by Lewis Parrish)