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TRO Jung|Brannen designs Newton-Wellesley Hospital's East and West Lobby improvements

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Interior design improvements can be a low cost way to add big impact in healthcare environments, a move which helps differentiate your facility and reinforce your brand. Challenged with a dated entrance lobby, Newton-Wellesley Hospital retained TRO Jung|Brannen to re-imagine this space, integrating the lobby with previous campus renovations. Shortly after the upgrades were unveiled, the hospital's Press Ganey patient satisfaction scores soared, with a rank improvement of 25-57% in most categories.

The new East Lobby features comfortable high-back seating and ottomans to create a series of living rooms; an internet café; patient education workstations; and a dining area. Improvements to the West Lobby acknowledge the hospital's mission statement and donors while providing a warm welcome to patients and visitors.

Color-symbol wayfinding, supported by material and lighting changes at key decision points, was incorporated to guide public circulation. An awards program was developed to recognize staff, and backlit cast glass artwork documents historic trees on the campus.

The East and West lobby renovations are the most recent in a series of projects TRO Jung|Brannen has completed for Newton-Wellesley Hospital, including an emergency department, cancer center, and an inpatient unit. The culmination of these additions and renovations has resulted in a set of interiors standards that reinforce the hospital's brand.

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