



Saudi German Hospital Enhances Patient Experience with Proximi.io Wayfinding

Location: Dubai, United Arab Emirates

Annual Patient Visits: Over 70,000

Size: 9 hectares

Bed capacity: Over 300

General Facts

- Dubai branch was opened 2012 as the 6th tertiary-care facility of the Saudi German Group.
- The hospital houses 40 different departments across multiple floors and buildings in a complex layout.
- It has six operating theatres, two catheterization laboratories and an emergency department larger than any private facility in Dubai.
- It also operates advanced diagnostic imaging and stroke care units.
- Its critical units – NICU, PICU and an adult ICU plus full-scale dialysis unit – serve a diverse patient population.
- Saudi German Hospital employs over 200 doctors and 400 nurses, supported by more than 1000 healthcare and support staff.

Problem

As a large multi-speciality facility, Saudi German Hospital Dubai spreads across several buildings and wings. While this layout allows the hospital to offer a wide range of specialized services, it also makes navigating the premises challenging — especially for first-time patients and visitors.

Departments, clinics, and diagnostic centres are scattered across different areas, and signage alone often wasn't enough to guide people efficiently. Patients sometimes arrived late to appointments after getting lost, and visitors frequently stopped at reception for directions — adding stress for them and extra workload for the staff.

In a busy hospital, even small delays can disrupt schedules and affect the patient experience. The hospital saw the need for a modern wayfinding solution that would work across devices, support diverse needs, and ease navigation for everyone.

Solution

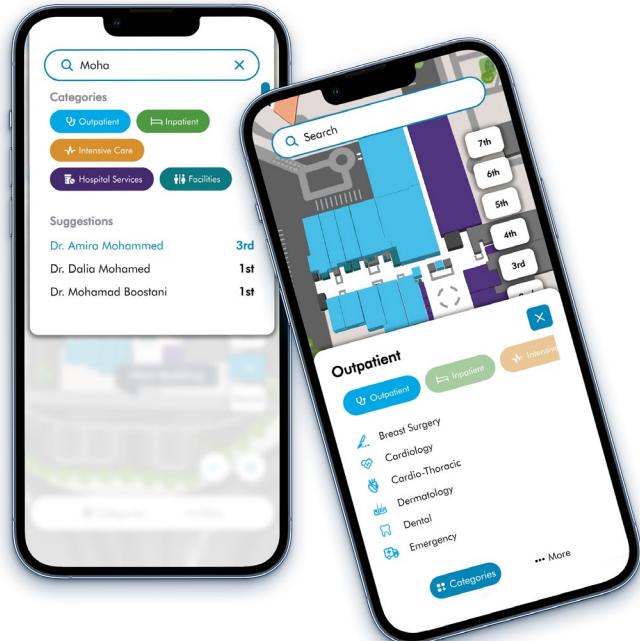
Saudi German Hospital Dubai partnered with Proximi.io to bring advanced indoor navigation to its multi-building campus. Proximi's team onboarded the hospital area to its platform and integrated interactive navigation into mobile, website, and kiosks.

The hospital's floor plans were converted into detailed, high-resolution digital maps, with every key location — from clinics and wards to labs and cafés. Smart routing guides patients along the most efficient paths showing exactly where they are and how to get to their destination.

Through the Proximi.io management portal, hospital staff can quickly update maps, reroute pathways, and keep navigation information current — ensuring every visitor gets clear and accurate directions, every time.



Result



In addition to the standard navigation to key locations, we also added departments and doctors

Whatsapp and sms messages

Been actively used on interactive kiosks, mobile

10,524

Total User Interactions

3,638

Total sessions

2459

Top Interactions per Category

Most Visited Category
Outpatient

“ After launching Proximi's navigation tool, we saw fewer lost patients and direction-related interruptions at reception. **The difference in patient stress and staff workload has been noticeable.**”

Sohan Bisht, IT Manager, Saudi German Hospital



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