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CUSTOMER STORY: ZONA MEDICA

Automating the human touch: How Zona Medica transformed its patient experience

COMPANY PROFILE

A revolutionary shared medical workspace

Zona Medica operates as a specialized external supplier, providing high-performance medical environments for independent specialist doctors. Unlike a traditional hospital, Zona Medica manages the entire operational ecosystem from legal compliance and HR to facility management. By handling the complex "customer journey," they enable a multidisciplinary model where cardiologists, surgeons, and dermatologists share world-class facilities seamlessly.

Implementation goals:

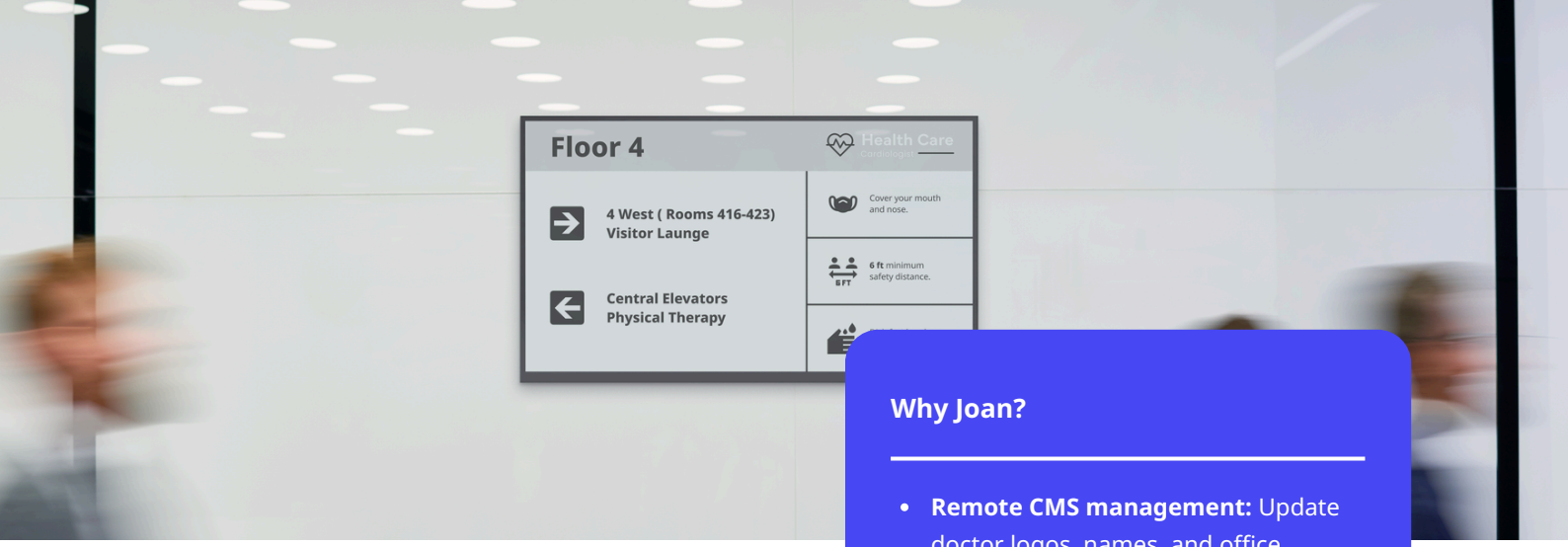
- Replace manual, paper-based door signage with a remote-managed digital solution.
- Provide personalized branding for rotating doctors to ensure a professional patient experience.
- Automate scheduling and wayfinding to reduce administrative burdens on staff.
- Create a scalable model for multi-location expansion across different medical environments.

THE CHALLENGE

Prioritizing the patient experience in a complex environment

The core challenge for Zona Medica was maintaining "doctor-specific" branding within a shared office model. One office might host three different specialists in a single day, requiring constant manual updates to door signs to ensure patients felt they were in their own doctor's private practice.

According to a Deloitte report on the future of healthcare, **92% of healthcare professionals** say that a "seamless patient experience" is the top driver of organizational success. At Zona Medica, manual signage was a bottleneck to this experience; each error or outdated sign disrupted the professional trust patients expected when visiting their specialist.



THE SOLUTION

Smart automation for a premium patient journey

Zona Medica needed a system that offered remote customization and seamless reliability without technical friction. After evaluating tablets and generic screens, they chose Joan to serve as the visual backbone of their facility.

Why Joan?

- **Remote CMS management:** Update doctor logos, names, and office schedules instantly from any location.
- **Personalized branding:** Ensure each display reflects the specific identity of the unit or doctor currently in the room.
- **Integrated wayfinding:** Connect Joan CMS to large entrance displays to guide patients automatically to the correct office.
- **Professional aesthetic:** Sleek displays that complement modern medical architecture and instill patient confidence.
- **Staff empowerment:** Automate the "front door" tasks so the team can focus entirely on patient relationships.

The chosen solutions and devices:

- Joan 6 RE
- Joan CMS for digital signage

"Joan allows us to personalize with the logos of each doctor or their unit. We can change it online and deal with it remotely. That was exactly what we needed."

Timo Gozzi,
Operations Manager, Zona Medica

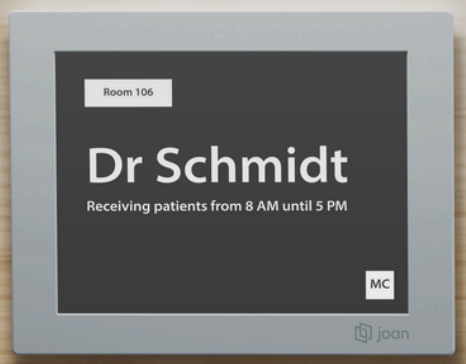
THE RESULTS

Innovation in healthcare workplace design

- **Eliminated manual errors** by automating the daily directory of doctors and offices.
- **Streamlined the patient journey** through integrated digital signage and clear wayfinding.
- **Enhanced staff productivity** by freeing personnel from time-consuming signage updates.
- **Increased workplace flexibility** by supporting an open, collaborative environment for rotating specialists.
- **Created a scalable blueprint** for launching future medical centers with standardized tech stacks.

"It's inspiring to see how boldly Zona Medica embraced flexibility and innovation in a field that often resists change. We're proud Joan could play a part in shaping such a forward-thinking environment."

Luka Birsa,
Co-founder and CTO, Joan



FROM JOAN

Empowering teams through automation

Zona Medica's journey highlights how technology should support the team, not replace them. They understood that by automating the 'invisible' tasks, they could empower their staff to be more present for their patients.

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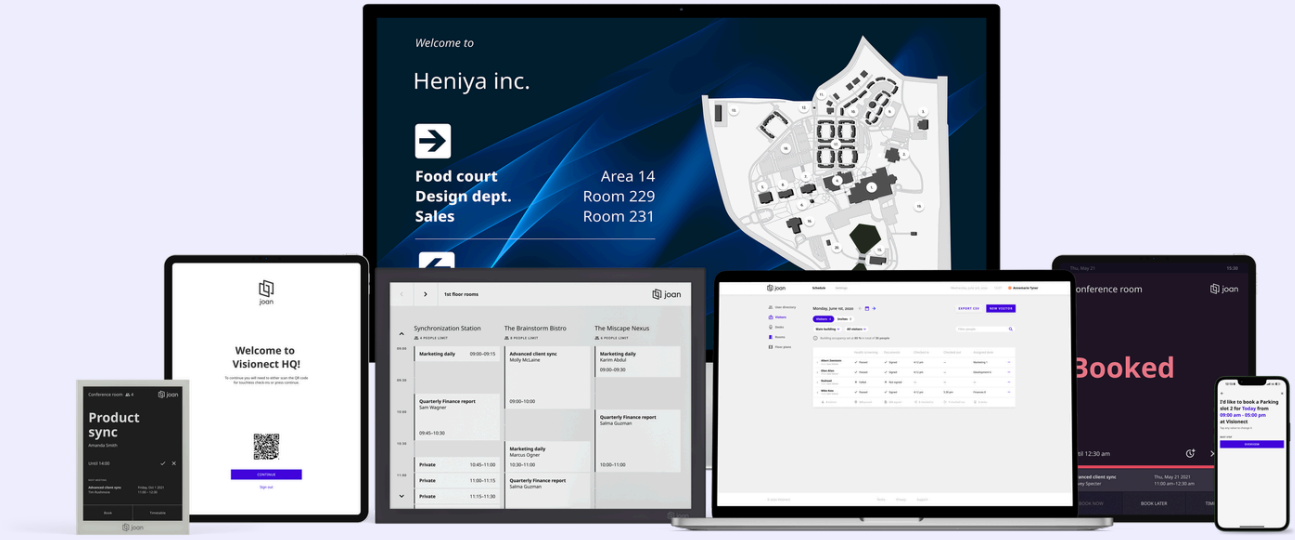
Simplifying smarter, more flexible workplaces worldwide.



ABOUT JOAN

Joan Workplace is an all-inclusive platform for workplace solutions, designed to simplify office reservations, optimize space, and streamline information flow. It includes solutions for booking meeting rooms, desks, and assets, visitor management, and workplace digital signage. A multiple-time design award winner and G2's #1 room booking software, Joan is trusted by numerous Fortune 500 companies.

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