

SPMT Group had the opportunity to attend The Power of Place: Improving Patient Experience Through Wayfinding Design hosted at Children's Health Medical Center Dallas.

We enjoyed a thought-provoking discussion led by a multidisciplinary panel of experts committed to making healthcare environments more intuitive, empathetic, and patient-centered. From experiential graphics to digital navigation, parking strategy to architectural design, each speaker shared how thoughtful wayfinding can reduce stress and improve the overall patient journey.

A special thank-you to AMFP North Texas - Association of Medical Facility Professionals and moderator Leigh Ann Ripka for curating such a well-rounded panel:

Chris Bauer | focusEGD

Robert Feldbauer | Children's Health

Paul Johnson | Devenney Group Ltd., Architects

Hilary Thomas-Herd | CannonDesign

Casey Wagner | Walker Consultants

We also appreciated the update from Dean Woodley providing updates on the IFHE World Congress coming to the United States in 2026 and will be held in New Orleans — a great opportunity for continued collaboration and innovation in healthcare design. IFHE 2026 World Congress - Oct. 17-20, New Orleans, LA, USA

