



air®

MEDICAL
CASE STUDY

Reducing Patient Anxiety Medical Care

*How UH Brussels Enhances
The Patient Experience with ScentAir*



Universitair
Ziekenhuis
Brussel

AT A GLANCE

OVERVIEW

Belgium's premier center of excellence in healthcare, University Hospital Brussels takes an innovative approach to reducing patient anxiety.

CHALLENGE

Banish the distinct sterile scent common in hospitals and create a more comfortable hospital atmosphere to reduce patient anxiety.

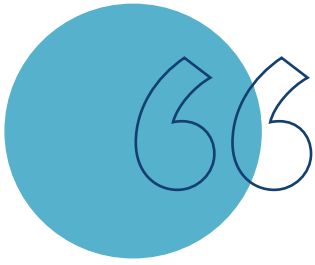
SOLUTION

Cheerful, fresh scents diffused using ScentDirect scent delivery systems in 3 key locations around the hospital.

OVERVIEW

For many people, a hospital visit is more than an inconvenience. High-stress and fear can leave patients and visitors with unpleasant memories. And their negative memories can stay with them for a lifetime, adding to their fear and discomfort around hospitals.

The management of UH Brussels wanted to change the way patients and visitors feel in their facility. They envisioned a comforting hospital experience that left a positive impression on everyone who passed through their doors.



In the children's ward, parents and children are positively surprised by the smell. It helps them to relax and not think about why they are in the hospital.

CHALLENGE

Hospitals have a distinctive smell, a strong combination of detergent and medicine. It is a recognizable scent, often linked to emotional or traumatic experiences.

Armed with the latest research showing the important role environment plays in promoting rehabilitation and reducing stress, UH Brussels set out to redefine the emotional experience of a hospital visit. They envisioned a hospital experience that actively reduces feelings of anxiety.

Making the hospital a more comfortable experience, they would give patients and families the chance to create more positive memories of UH Brussels.

Hospital management enlisted the help of ScentAir to create a more comfortable atmosphere.

SOLUTION

ScentAir recommended a scenting strategy that targeted hospital entrances. By focusing on entrances, UH Brussels could quickly make an impact on anxious visitors.

ScentDirect systems were installed in 3 unique locations: the main entrance, the clinic and the children's wing entrance.

When it came to selecting fragrances, the team focused on comforting scents that would make the space feel less intimidating. Main areas were scented with a fresh, comforting fragrance. The children's wing received its own special scent, a sweet, playful fragrance that appeals to the child in us all.

Of course, for use in a medical facility, all fragrances meet the strictest public health requirements.

UH Brussels management is excited by the improved hospital experience. Many visitors are surprised by the fresh, cheerful smells. Even the medical staff are happy with the new scents.

"In the children's ward, parents and children are positively surprised by the smell. It helps them to relax and not think about why they are in the hospital."

The positive results experienced with ScentAir have inspired UH Brussels to transform the children's wing, recreating exotic destinations, like the desert, ocean, and rainforest.

Now patients and visitors of all ages can enjoy a more positive hospital experience that leaves them with better memories of their visit to UH Brussels.

