

How can we engage patients and families to become familiar with the Liberty Campus before their first visit?

Cincinnati Children’s Hospital - Liberty Campus Virtual Reality Tour

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The Opportunity

The Live Well team was tasked with investigating innovative and immersive ways to introduce the new Cincinnati Children’s Hospital Liberty Campus. Their goal was to present the space to patients and families in a way that was fun to younger audiences but still engaged people of all ages.

The Challenge

When patients and families first arrive at Liberty Campus they are unfamiliar with the new environment and the new procedures of the hospital. This causes uncertainty for patients and their families and can be a source of anxiety.

The Approach

The LWC team looked at current virtual reality technology and its effectiveness in the current market. The team benchmarked scholarly articles and research relating to the use of virtual reality in healthcare systems. The team created concepts for a virtual tour of the campus and how it would affect the patient’s journey.

The Impact

The team developed several concepts for a virtual reality tour of the Liberty Campus. They conceptualized a three-dimensional environment of the space that is controlled by a smart phone and a Google Cardboard or other VR headset. They also developed the concept for a virtual environment comprised of 360 degree images. The user navigated this environment along-side a character of their choosing. The team chose the latter concept, which was then refined for later work.

Where is it now?

The VR tour is complete and the CCHMC team is integrating it into the CBDI domain of CCHMC’s website.



“VR allows greater control over stimulus presentation; variety in response options; presentation of stimuli in three dimensions; and the creation of complex scenarios.”

-The Use of Virtual Reality in Psychology: A Case Study in Visual Perception

1 Benchmarking and Research

The team gathered information to understand the current virtual reality market and what benefit these products had in creating immersive, learning environments.

2 Concept Development

They explored ideas and solutions which they sketched out to create basic concepts.

3 Concept Creation and Refinement

These concepts were then developed into workable proof of concepts before selecting a final concept to develop further.