



Waiting/Lobby/ Registration

Our team stays at the forefront of healthcare design by attending annual industry conferences and regularly reviewing leading research—such as HDR’s insights—to ensure our recommendations reflect the latest trends and evidence-based practices.

HDR Research Insights – Cancer Center Design

(Based on “10 Developments Driving the Fundamental Shift in Cancer Center Design,” HDR)



- De-emphasizing Clinical Stereotypes – Shift toward human-centered layouts that incorporate quiet lounges, nature views, art, and intuitive wayfinding to reduce stress and enhance emotional well-being.



- Flexible Layouts – Waiting areas with varied seating types (individual, clusters, bench) and defined zones for solo visitors, families, and circulation flow.



- Reimagined Entry & Access – More personalized and flexible entry points, including direct-to-infusion and virtual care portals, tailored to treatment type and patient needs.