



# Experiential Tech Enables Holistic Wellbeing

Immersive Patient Experience Takes  
Prevention From Intimidating to Engaging



## CASE STUDY

[▶ Watch the video on our website to learn more](#)

## About TELUS Health

Industry: **Healthcare & Life Sciences**

Location: **Calgary, Alberta (Canada)**

TELUS Health is on a mission to become the most trusted wellbeing company in the world by enhancing the overall efficiency of healthcare and championing workplace wellbeing. By integrating advanced healthcare technology with comprehensive employee support services, TELUS Health provides a holistic approach to primary and preventive health and wellbeing for 76 million people across 160 countries. Their innovative digital health platforms, including electronic medical records (EMRs) and virtual care solutions, empower healthcare professionals, individuals, employers and governments to deliver personalized care efficiently. Their employee wellbeing programs offer extensive support through Employee Assistance Programs (EAPs), mental health resources, financial counseling, and workplace wellness initiatives. At TELUS Health, they are committed to revolutionizing healthcare to ensure people receive the support they need and employees thrive both personally and professionally.



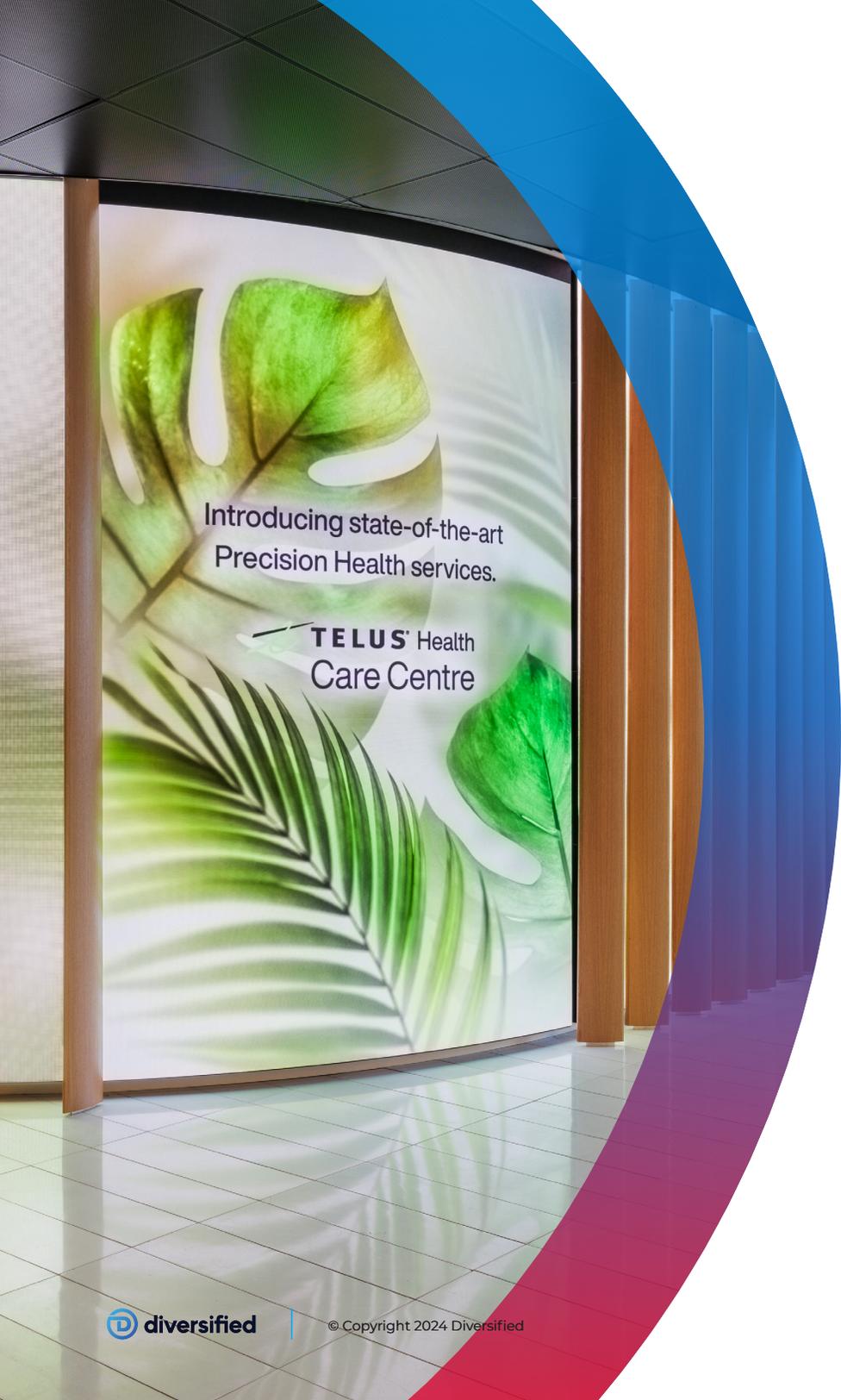
# Tech that transforms the patient experience.

## Objective

Modern holistic healthcare is no longer just about fixing what's broken—it's about preventative measures and creating an experience that supports the patients' overall well-being for years to come. With this in mind, TELUS Health, a leading healthcare technology company, had a bold vision for a new service in Calgary. They wanted to create an environment that would help alleviate anxiety commonly experienced in a clinical setting, empower individuals to take control of their health and improve their understanding of their own health data.

They teamed up with design powerhouse Gensler to completely reimagine the preventative care journey, turning sterile, anxiety-inducing waiting rooms into immersive, tech infused spaces that inspire tranquility and elevate care. But how could they bring this ambitious vision to life with seamlessly integrated technology that didn't sacrifice architectural design? Enter Diversified.





# Setting a new standard for patient care.

## Solution

Let's be real—most people dread going to the doctor's office. From sterile waiting rooms to intimidating exam equipment, the experience can easily heighten anxiety and raise your blood pressure before a test even begins. TELUS Health set out to change that by creating an environment that puts patients at ease from the moment they walk through the door.

### TECH THAT CONNECTS AND CARES

The transformation begins the moment an individual approaches the Calgary Care Center. A floor-to-ceiling convex LED welcome wall, visible even from the street, greets them with calming, high-resolution digital content—instantly setting a modern, patient-focused tone. Custom wood fins seamlessly incorporate the LED into the architectural design and dual resolution pixel pitches create a diffused, serene look. But that's just the beginning.

Once inside, TELUS Health's Visualization Hub takes the experience to the next level, serving as a central tool for health coaches to review health metrics, action plans, and patient progress in real time. Rotatable interactive touch screens provide key insights at a glance, empowering coaches and patients to align on personalized care strategies.

## TRANSFORMING ROOMS FROM CLINICAL TO COSMIC

The clinic's MRI room takes immersion to the next level with innovative curved projection mapping technology. Patients are no longer confined to staring at cold, sterile surroundings. Instead, they can be transported to a world far beyond the clinic—whether it's the serene depths of the ocean or the dazzling northern lights.

With custom lighting and ambient sounds that complete the effect, patients can relax and focus on the immersive environment. They can even connect their mobile devices and enjoy their favorite playlist, making the experience more calming and personalized to their comfort.

The innovative integration required detailed coordination among vendors with custom mesh barriers and a catwalk projection room, ensuring safety and preventing interference with the MRI's electromagnetic fields.

The exam and procedure rooms offer a similar experience, with curved OLED displays mounted along the walls and ceiling showcasing engaging content. With large windows offering views of these spaces from the street, they are a glowing beacon of how modern prevention can blend patient care with advanced technology.

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Interactive  
Displays

25+

OLED Displays in  
Procedure Rooms

15+

SqM of Immersive  
Projection

## Impact

TELUS Health is taking clinical anxiety head-on, showing that innovation and a patient-first approach can revolutionize health outcomes. By transforming sterile spaces into calming, engaging environments, they're making preventative care less intimidating and more personalized—leading to better patient engagement and even more accurate health insights.

Their groundbreaking design redefines health experiences, proving that when smart technology meets thoughtful design, an interactive journey is possible. TELUS Health isn't just modernizing preventative health, they're setting a new standard. Welcome to a new way to take control of your health, where technology and empathy come together for better patient outcomes.

### SOLUTIONS

Audio Visual

Digital Signage

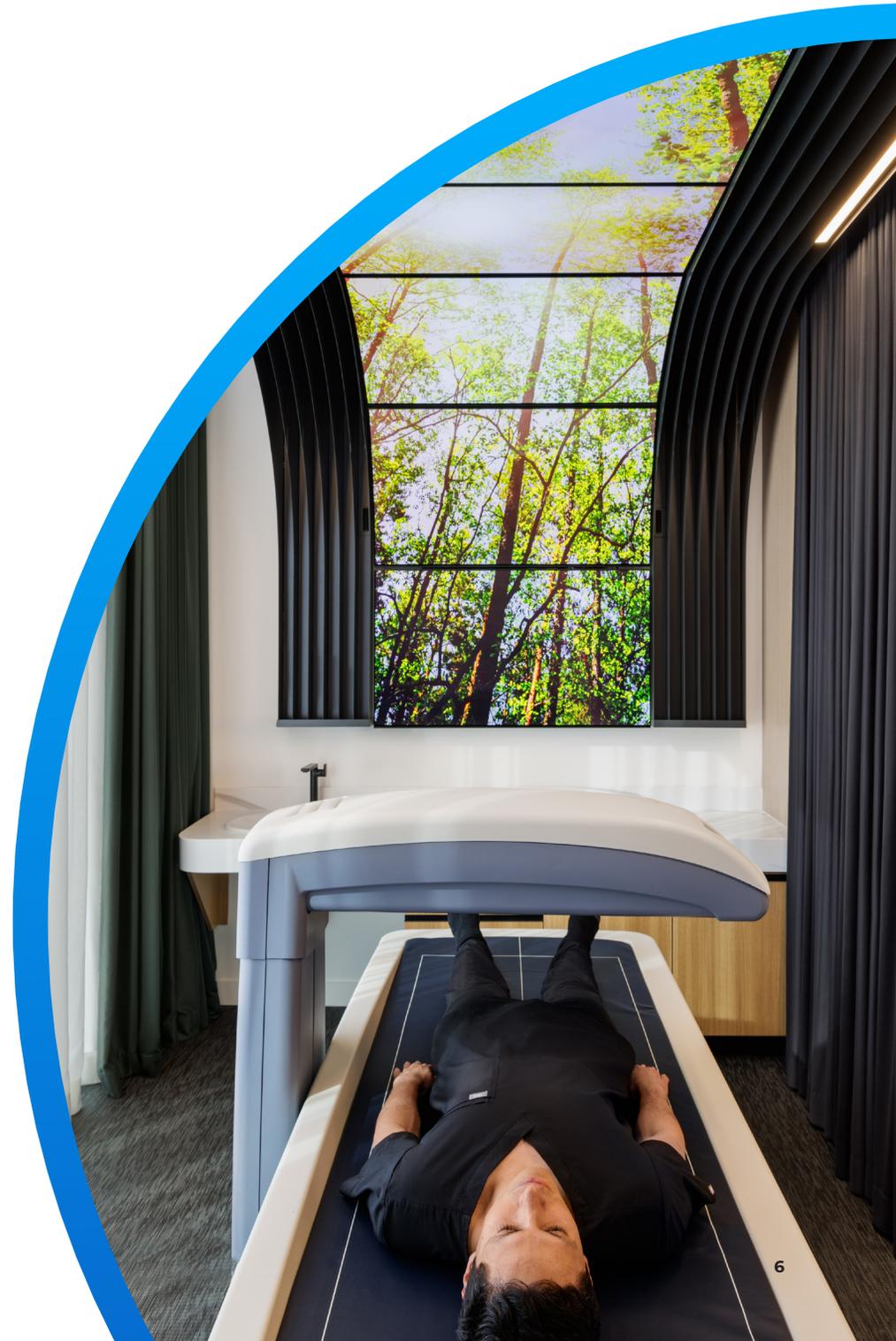
Immersive Experience

### SERVICES

Design

Integration

Assurance Support Services



**2,700+**

Associates

**\$1B**

Annual  
Revenue

**40+**

Locations  
Worldwide

**70%**

Fortune 1000  
Clients

# About Diversified

Diversified is a global leader in audio visual and media innovation, recognized for designing and building the world's most experiential environments. Our award-winning team specializes in delivering solutions for the most complex, large-scale and immersive installations. Serving a global clientele that includes major media organizations and retailers, sports and live performance venues, corporate enterprises, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.



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