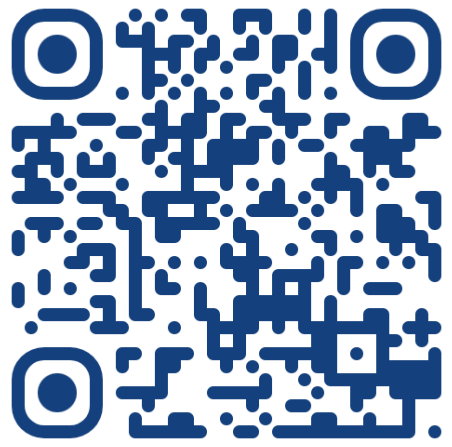


# WHAT'S THE BIG IDEA?

## TAKE PART IN DESIGNING OUR NEW HOSPITAL ANNEX!

Governor Hochul, SUNY and the State Legislature have greenlit \$450M in funding for a **state-of-the-art hospital annex** featuring a larger, modern Emergency Department and enhanced Burn Unit.

Now it's **your turn** to shape what comes next, and we want to hear your ideas. that can shape how we work, how we care, and how we build the future. Every voice helps build a smarter, stronger Upstate.



### WHAT'S THE BIG IDEA?

IMT has created an app specifically for Upstate called WTBI (What's the Big Idea?) that empowers every employee to share ideas that:

- Improve the patient experience
- Streamline care flow
- Design for efficiency
- Collaborate across departments
- Suggest innovative technology ideas

From patient experience to technology upgrades, no idea is too small or too bold.

Take two minutes. Make a difference.  
Let's build the future together!

See it in action!

[Click here to watch a short video demonstration.](#)



Join the Annex Idea Campaign from  
November 3rd to December 5th, 2025!



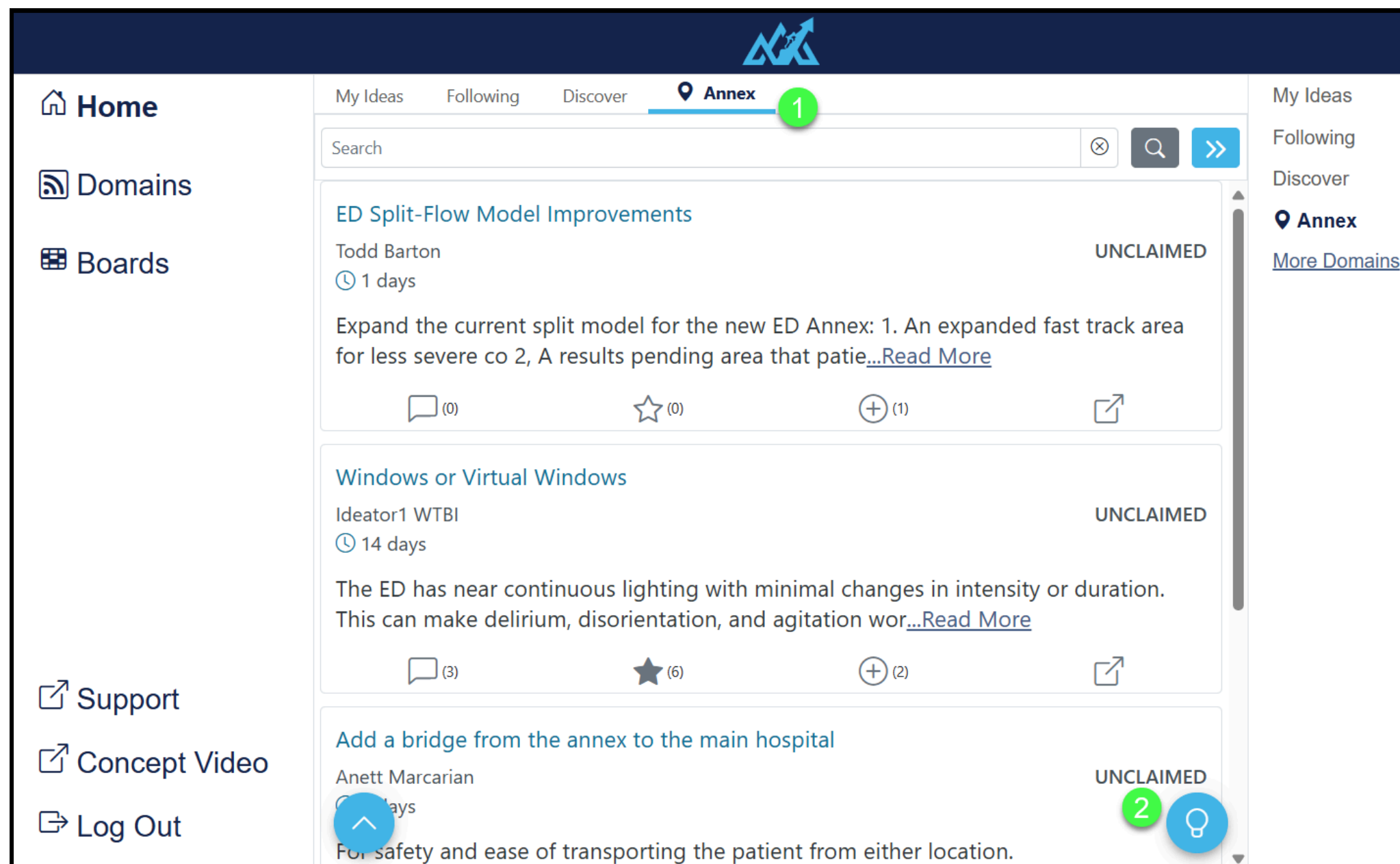
Scan the QR code or visit  
[www.wtbi-app.azurewebsites.net](http://www.wtbi-app.azurewebsites.net)



# WHAT'S THE BIG IDEA?

## Add an Idea:

1. Select the **Annex** (domain) tab. This will display a list of all of the Annex-specific ideas.
2. Select the **light bulb** (ideation icon) to add your idea.



3. Enter a **Title** for the idea.
4. Enter a **Description** of the idea.
5. Enter the **Expected Benefit**.
6. Select Submit Idea to add it to WTBI.
7. Once submitted, Ideators can:
  - Share the idea with a group or individual
  - Delete the idea
  - Edit the idea
8. Once complete, select x to close the idea window and see your idea listed in the My Ideas tab.

Add Idea

Title

Windows or Virtual Windows throughout the ED

Description

The ED has near continuous lighting with minimal changes in intensity or duration. This can make delirium, disorientation, and agitation worse. Where windows are not possible in our ED design, consider the use of Virtual Windows (LED screens that emit natural spectrum of light mimicking outdoor lighting and graduations in light.)

Expected Benefit

B I U

Paragraph

Improve the patient experience and outcomes.

44 / 1000

Domain(s)

Annex

Hide Identity

Cancel

Submit Idea

Idea Details

Windows or Virtual Windows

★ (6)

UNCLAIMED

Ideator1 WTBI

10/14/2025

14 days

Description

The ED has near continuous lighting with minimal changes in intensity or duration. This can make delirium, disorientation, and agitation worse. Where windows are not possible in our ED design, consider the use of Virtual Windows (LED screens that emit natural spectrum of light mimicking outdoor lighting and graduations in light.)

Expected Benefits

Patient outcomes and satisfaction

Domain(s)

Annex

★ (6)

⌚ (2)

🔗

🗑️

✎

Discussion Thread (3)

Status Updates Only

Officer1 WTBI

10/25/2025 10:47:01 AM

I wonder what if any impact this might have on office workers that are not near a window?

Mark Zeman

10/25/2025 9:52:38 AM

# WHAT'S THE BIG IDEA?

## Help Refine Others' Ideas:

Every idea card offers interactive icons and actions, allowing you to collaborate, support, share and manage ideas with ease.

- Comment on the Idea – collaborate with colleagues to grow and mature ideas
- Endorse an Idea to show support
- Follow or Unfollow
- Share the Idea with another user in WTBI.

