

Hospital, the linear accelerator needed to be contained in a concrete vault to protect staff and patients from radiation, but the hospital didn't want the patients to feel like they were walking into a dark, enclosed vault. The HSA PrimeCare design team was able to create a shallow corridor from the entrance to the machine, which allowed for a thinner, less intimidating door. We then carefully selected artwork to hang along the corridor that would offer some comfort to the patients.

Another change in recent years has been the selection of buildings or development locations that are easily accessible and geographically convenient to the patient. Some medical groups are choosing retail locations with high visibility, easy access, and abundant parking offering the convenience of seeing the doctor at a familiar location. Alternatively, others prefer to be in larger, multi-specialty medical office buildings or campuses that provide the convenience of multi-specialty care. With this strategy, a patient can potentially see their primary care physician in the same location as their podiatrist or cardiologist. Staying on campus to get diagnostic services such as a doctor-ordered MRI, CT scan, blood test, or even to have surgery at an attached surgery center, can also be convenient.

Recently, an ophthalmology group chose to locate its practice at HSA PrimeCare's MOB on the Advocate Medical Campus Southwest in Tinley

Park. The campus includes the multi-specialty MOB and the attached Tinley Woods Surgery Center. Beyond the obvious convenience for the physician who is able to see patients and do surgery on the same campus, this set-up ultimately improves the patient experience by eliminating anxieties associated with finding a new, unfamiliar location on the day of surgery.

We could build the best medical building with all the bells and whistles in the best location, but without a professional healthcare property management team that understands the unique relationship between the hospital, physician, and patient, no medical group could succeed in the space. The management team is the most important factor in providing a building that promotes a safe and healthy environment. The team providing day to day services to a medical building must be intimately aware of the special services required in serving both the patient and the physician tenant. Things like not just having automated entrance doors, but having the doors timed so that they stay open long enough for patients using walkers, or providing a greeter to help patients more easily find their way are precautions that are not typical in building management, but in healthcare they are what ultimately make a medical office building successful.

At the end of the day, everyone must remember the charge: "It's the Patient, Stupid!"

As an executive vice president at HSA PrimeCare, Tim Stanton is responsible for the quality and expansion of PrimeCare's current services, as well as the development and implementation of additional service offerings to meet the needs of our rapidly expanding base of customers. Additionally, he is part of the leasing team for over 1 million RSF of medical office properties in cities across the Midwest. Tim is part of the original team that developed PrimeCare in the mid-90s as a real estate organization geared specifically to the healthcare industry. He applied his experience representing corporate clients across the United States in his representation of healthcare providers

such as Advocate Healthcare. Tim has provided a wide range of real estate services for large hospital systems' portfolios.

HSA PrimeCare, an operating division of HSA Commercial Real Estate, is focused on real estate strategy for the health care industry and is a leading developer and manager of medical office buildings, with a portfolio of 24 properties totaling more than 1 million square feet in six states. PrimeCare provides development, leasing / marketing, property management, monetization, and advisory services to health care providers across the country.

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