

# Pebble In Practice Workshops

## The Healthcare Campus: Tomorrow's Ambulatory Environment

July 25-26, 2013 ♦ Orlando, FL

Hyatt Place Orlando Airport and Lake Nona Medical City

### Thursday, July 25, 2013

7:00 a.m.	<b>Registration Open</b>
8:00 a.m.	<b>Bus Departs Hyatt Place for Univ. of Central Florida College of Medicine at Lake Nona</b>
8:30 a.m.	<p><b>Workshop Welcome &amp; Insider's View of Lake Nona</b>  <i>Thad Seymour, PhD, Senior Vice President, Lake Nona</i>  <i>Ken Goldberg, Chief of Staff, Veterans Affairs, Orlando</i>  <i>Ralph Caruana, Assoc. Dean for Clinical Affairs/Chair of Clinical Sciences, UCF COM</i>  <i>Gloria Caulfield, Director, Lake Nona</i>  <i>Jeff Kent, Managing Director of Facilities, Nemours Children's Hospital</i></p> <p>Based on the proven theory that a cluster of healthcare and bioscience facilities in proximity to one another will accelerate innovation, this intellectual hub has opened and will in-fill with a collaborative mission. In the next decade, Lake Nona Medical City will be home to some of the nation's top hospitals, universities, research institutions and life science companies. In tandem, a 21<sup>st</sup> century planned residential and entertainment community is sprouting intertwined and balanced with the Medical City's pioneering institutions. The entire development is forming networks and synergies making Orlando a global destination for healthcare, research, medical education, and connected living. Lake Nona, in itself, is encouraging economic development and job creation for the region.</p> <p>Hear the story of Lake Nona from key representatives and experience first-hand both lessons learned and future plans. Learn about the variety of ambulatory, acute care, and everyday living settings, the evidence behind the master plan, the data studies that drove the development, and various facility approaches that meet the current and anticipated needs of the population.</p>
10:30 p.m.	<b>Coffee Break</b>
10:45 a.m.	<p><b>Opening Keynote—Navigating “Shapes in the Fog”: Health, Care and Strategy in an Era of Reform</b>  <i>Michael Parkinson, MD, MPH, FACPM, Senior Medical Director for Health and Productivity, UPMC Health Plan WorkPartners</i></p> <p>Understanding the core drivers of poor health, excessive medical costs and lost productivity is essential to designing an affordable and sustainable health care system. Aligning epidemiological and economic perspectives to create new models for care delivery and financing creates both opportunities and challenges. Emerging science, new technologies, reimbursement changes and growing consumerism suggest strategies for multiple stakeholders, including health care systems, to create value under any “reform” scenario.</p>

# Pebble In Practice Workshops

**Thursday, July 25 continued**

<p>11:45 a.m.</p>	<p style="text-align: center;"><b>Bus Tour of Lake Nona</b></p> <p>Take a first-hand guided tour of the Lake Nona Medical City. Highlights of the tour will include the facilities that anchor Lake Nona including:</p> <ul style="list-style-type: none"> <li>• University of Central Florida Health Sciences Campus</li> <li>• Sanford- Burnham Medical Research Institute</li> <li>• VA Medical Center</li> <li>• Nemours Children’s Hospital</li> <li>• University of Florida Academic &amp; Research Center</li> <li>• MD Anderson Orlando Cancer Research Institute</li> </ul>
<p>12:30 p.m.</p>	<p style="text-align: center;"><b>Lunch (and remainder of day) at Nemours Children’s Hospital</b></p>
<p>1:30 p.m.</p>	<p style="text-align: center;"><b>Integration of the Ambulatory Environment – Campus Model/ Design or Will it Blend?</b></p> <p style="text-align: center;"><i>John Rich, former Vice President of Facility Planning and Development, Intermountain Medical Group, Salt Lake City, UT</i></p> <p>How does a group of traditional community hospitals evolve to meet the needs of a growing population in a rapidly advancing healthcare market? By fully embracing ambulatory care environments in the design of its new flagship campus. Come learn how Intermountain Healthcare achieved greater healthcare efficiency, treatment accuracy and patient sensitivity through the integration of hospital services, physician medical group practices and clinical service lines. This approach has led to the creation of a community based ambulatory care network and the implementation of a “Spoke and Hub” delivery model. How did they do it? Explore the key integration lessons learned from the early vision formation through the design and development of Intermountain’s new five pavilion tertiary center. This session will also review how ambulatory services are integrated throughout that healthcare campus into each of the pavilions and how early planning concepts provided future facility flexibility and expansion capability on this flagship campus.</p> <p>Come explore how a group of traditional community hospitals evolved into a vertically integrated healthcare system by fully embracing ambulatory care environments into its basic culture and into the design of its new tertiary flagship campus. With the added constraints and requirements to deliver healthcare with greater efficiency, accuracy and patient sensitivity, Intermountain Healthcare has successfully sought to achieve this goal through advancing the integration of hospital services, physician medical group practice and clinical service lines. This approach has led to the creation of a community based ambulatory care network and the implementation of a “Spoke and Hub” delivery model. Learn the key factors from these integration efforts that influenced Intermountain Healthcare in the vision, design and development of its new five pavilion tertiary center. This session will also review the ambulatory services offered within this major health care campus and how these services are integrated into each of the pavilions of care. It will discuss planning concepts that include future facility flexibility and expandability of the Intermountain flagship healthcare campus.</p>

# Pebble In Practice Workshops

**Thursday, July 25 continued**

<p>2:00 p.m.</p>	<p style="text-align: center;"><b>Florida Hospital's Health Village</b>  <i>Jody Barry, MBA, CCIM, Administrative Dir. of Strategic Development, Florida Hospital</i></p> <p>Florida Hospital's Health Village is designed to meet Central Florida's growing health care needs using transit oriented development principles. Health Village is an infill development that will redevelop older light industrial zones and older single family homes. Health Village will incorporate mixed uses including retail, multi-family housing, bio research, education, medical office and hospital. Careful consideration was given to architecture, streetscape design, parks, and various other design drivers to set Health Village apart from a typical hospital campus. Health Village has several projects under way including the AHS Florida Division HQ building, SunRail Station, FH Women's Pavilion, The Ivy Apartments, Adventist University Building, BioResearch Building, and a parking garage.</p> <p>With healthcare reform we are seeing greater pressures on Health Wellness and Prevention programs as an effort to address population health and to reduce single day admissions. As such, more and more ambulatory focused centers are being placed into the community and some of the most progressive are broadening their mission to health, wellness and prevention, chronic disease care, and education. This begins to bring together synergies around healthcare, whole-life living concepts, alternative medicine, doctors' offices, and retail in non-hospital base settings.</p>
<p>2:30 p.m.</p>	<p style="text-align: center;"><b>Healthcare Anchored Mixed-Use</b>  <i>Shannon Kraus, FAIA, ACHA, MBA, Principal &amp; Managing Director, HKS Architects</i></p> <p>We are seeing capital financing pressures that are challenging healthcare systems to find new ways to reach their markets and leverage their brand. As such there is an alternative model of Healthcare Anchored Mixed-Use emerging and gaining momentum that places the healthcare provider as a civic partner for urban and even suburban renewal and revitalization. This session focuses on the approaches that are emerging towards developing healthcare anchored mixed use campuses and outpatient clinics as a way to help transform the way healthcare is perceived and delivered.</p>
<p>3:00 p.m.</p>	<p style="text-align: center;"><b>Break</b></p>
<p>3:15 p.m.</p>	<p style="text-align: center;"><b>A "Systems Thinking" Approach to Healthcare Campus Design –          Designing a Total Environment of Care</b>  <i>Alberto Salvatore, AIA, NCARB, EDAC, Principal, Salvatore Associates</i></p> <p>What is "Systems Thinking" and why is this approach important?</p> <ul style="list-style-type: none"> <li>• How does "Systems Thinking" relate to the design of a total Environment of Care?</li> <li>• How does a total Environment of Care relate to Healthcare Campus Design?</li> </ul> <p>What are the benefits of this approach vs. the traditional linear, segmented approach to Healthcare Campus design?</p> <p>This line of thinking "is not preoccupied with doing what appears to be possible but with making possible what initially appears to be impossible". <i>Russell Ackoff - Redesigning the Future</i></p>

# Pebble In Practice Workshops

## Thursday, July 25 continued

4:00 p.m.	<p style="text-align: center;"><b>Panel Discussion</b></p> <p>Join a panel of experts for an in-depth facilitated dialogue about emerging trends. Reflecting on the morning and afternoon sessions and case studies, and introducing additional examples from across the industry, this panel will engage the audience in an interactive discussion that further explores the effective healthcare campus of today, and into the future. Delve further into healthcare campus models and designs and explore critical questions surrounding various models. Specifically, discuss the impact of population health on healthcare systems and services and explore health wellness prevention, reducing unnecessary admits, post acute care and minimizing re-admits.</p>
5:00 p.m.	<p style="text-align: center;"><b>Cocktail Reception</b></p>
6:15 p.m.	<p style="text-align: center;"><b>Bus returns to Hyatt Place Orlando Airport</b></p>

## Friday, July 26, 2013

8:00 a.m.	<p style="text-align: center;"><b>Keynote—The Feasibility of Ambulatory Care Models and Decision Drivers to Consider</b></p> <p style="text-align: center;"><i>Tom Fidler, Senior Vice President, MacKenzie Commercial Real Estate Services</i></p> <p>Today's global economy, growing senior population, rising costs of new construction and campus development, the need for continued new healthcare programs and expansion, increased compliance mandates, reduced reimbursements, downward pressure on extended care admissions, and restrictive pressure by most jurisdictions on development, have become the "Game Changers" for tomorrow's delivery of healthcare within our communities. Healthcare organizations are now being forced to pursue alternative methods for financing, campus integration of non-traditional community services, and unique ways to leverage the retail real estate industry in broadening their objectives for an enhanced wellness and prevention business model. The opportunity to identify lifestyle characteristics, customer profiles and expenditures, leads to better decision making on this new approach to mixed use campus development. This session will focus on how the retail real estate industry's historical site selection and location development, along with a community's key profile factors, can become a solution to the above challenges. Examples will be provided on how to identify the key lifestyle segments that could provide insight into what retail services are needed, how to integrate that information into a campus development plan, the potential financial models that allow for healthcare systems to benefit from such programs, and examples of current projects currently underway.</p>
9:00 a.m.	<p style="text-align: center;"><b>Deep Dive Collaboration</b></p> <p>Attendees along with their facilitator(s) will further expand on key questions to flush out their group's ambulatory design hypothesis into tangible solutions culminating in group conclusions.</p>

# Pebble In Practice Workshops

*Friday, July 26 continued*

	<b>Deep Dive Report Back &amp; Discussion</b>
11:00 a.m.	Hear the results of the Deep Dive deliberations and the conclusions that were drawn from those discussions. Ample time for questions and discussions will be provided as attendees further explore critical considerations for moving forward. All results, models and any take-away tools will be documented, collated together and later sent to each participant.
Noon	<b>Adjourn</b>

**Shannon Roecklein**  
Project Manager  
925.521.9404 ext. 131  
sroecklein@healthdesign.org

**Jen Wilcox**  
Director of Education  
925.521.9404 ext. 119  
jwilcox@healthdesign.org

**Mark Goodman**  
VP, Project Development  
925.521.9404 ext. 120  
mgoodman@healthdesign.org

Brought to you by:

