Financial disclosure
- I have the following financial interests or relationships to disclose
  - John Marasco is an owner and principal of Marasco & Associates, a healthcare architecture & consulting firm, and would like to design your next healthcare facility.

The "A-team"
- Experience is the key to success
  - 1, 2, or 3 projects is not experience; 50+ is experience
  - You should be working with the principals of the company
  - Don't be their "guinea pig"
  - You shouldn't be teaching; you should be learning
  - "You don't know what you don't know"

Key members
- Business consultant
- Architect
- Accountant
- Equipment Planner
- Interior Designer
- Contractor
- Attorney
- Restaurateur
- Banker
- Engineer
- Health Department (ASC)
- Local Jurisdiction
Entry

- Drive under canopy
  - Bad weather can be dangerous for your elderly patients, family or friends
  - Be very careful with the drainage and Prevailing wind
  - Some of our clients have successfully used heated drives & walks

- Lobby
  - Subtly sell all of your services from this single point
  - Optical, Laser Vision Correction, Ambulatory Surgery, Med- spa, Audiology...

- Greet or Hello & goodbye
  - You've one chance to make a first impression so don't blow it
  - Think hotel lobby & concierge not subway token attendant
  - Place your logo behind the concierge / hello person(s)
  - Move the waiting area away from those horrible sliding windows
  - Your patients, family & friends are your biggest referral source
  - Make sure their experience is exceptional from the get go
  - You want everyone talking about how great your office is - staff attitudes as well

Optical

- Optical should be the sun of your practices solar system
  - Make sure patients, family & friends can't miss it

- Easy access
  - To the Lobby, waiting rooms & your patients, family & friends entry & exit paths
  - Don't forget to sell to the family & friends as well - stuff must be proactive
  - If you have separate operational hours than your clinic make sure it's securable
  - The products should be visually open however to minimize theft physically controlled
  - Good display cabinetry can handle both of these issues
  - Although natural light accentuates products, direct sunlight is too intense for display
  - Avoid southern exposure if you can
  - For control purposes don't have traffic flow through your optical display area

- Size
  - On the small side ~400SF while on the large side ~1,200SF should do it
  - Optical size isn't proportionate to practice size
  - Make sure you have men, women, children, fashion, sport/sun, low vision...

Waiting

- Centralize multiple waiting rooms for easy access to providers & services
  - Minimizes staff travel distances to maximize efficiency
  - That's right - no more separate dilation room
  - Leave empty space for wheelchairs

- For the "Starbucks" look
  - Comfortable seating arrangements
  - Provide inexpensive beverages & snacks
  - Yes it's messy but it's worth it
  - TV is okay but only if it's informative & non repetitive
  - Don't let your stuff have direct light beam
  - If you're going to spend money anywhere in the facility do it here & in the Lobby

- Kids area
  - If you see children in the practice give them a controlled environment to wait in
  - Elderly & children don't always mix well
  - Watch movies to keep them calm - no laundry baskets full of Tonka trucks
Pod

- Centralized provider & tech station
  - Keep the days records, with photos of the patients, back here not up front
  - Provide a super-person booth for the providers - don't let them leave the pod
  - Keep the team together & within view of each other - the techs are the quarterbacks

- Exam Lanes
  - A typical tech can work up 3-4 patients an hour - scribes & testing techs don't count
    - If a provider uses 3 work-up techs they can see 3-4 patients an hour in 3 lanes - the provider in a room, a patient in a room & a tech in a room
  - With 2 work-up techs a provider can see 6-8 patients an hour in 4 lanes
  - With 3 work-up techs a provider can see 9-12 patients an hour in 5 lanes
  - Always give your providers the maximum number of techs & lanes they can justify
  - Exam lanes only or work-up rooms & exam lanes?
  - Create an exam lane/procedure room in lieu of an underutilized procedure only room
  - Avoid the "bowling alley" layout at all costs - think lucky horse shoe

- Testing
  - Centralize common testing but de-centralize specialized testing - refractive, retino...

Other pearls

- Conjoin break & conference rooms
  - Allows for multiple sized meetings or gatherings
  - Use a commercial track partition system not an "acoustical curtain"
  - Physician interaction room(s)
  - In lieu of private offices to save $$
  - With no more than 4 per room the side of overlap are next to zero

- Specialized computer & telephone room

- Laser Vision Correction
  - Clinic testing & lanes can be shared for maximum utilization
  - Place the laser room next to a waiting room to accommodate real-time viewing of a procedure by prospective patients, family & friends during group consultations

- Ambulatory Surgery Center
  - Circular flow through soiled, sterile & OR's maximizes staff efficiency
  - A "swing" OR maximizes flexibility & accommodates non-sterile specialties
  - Sandwich the laser (YAG, Argen...) room between clinic & ASC for ease of access

Common mistakes

- Create circular flow pattern for patients
- Build around the check-in kiosk
- Don't build for future technologies
- Don't accommodate for specialty needs
- Choose the budget over quality
  - Sound & HVAC control [hot, cold & humidity]
  - Durate material choices
  - But don't build the Taj Mahal
- Don't use automatic doors - inside & out
- Don't provide ample exterior safety lighting
- Build for wants not needs
- Prioritize the cost of land thus don't buy enough of it
- Don't provide enough parking
  - 6 parking stalls per 1000USF of building minimum
- Negate future expansion - land & facility configuration
### Construction Costs

- **Location within the USA**
  - Low Cost = south-central states (Fayetteville, AR), Moderate Cost = national average (in) and High Cost = northern union states and west & east coasts (New York, NY)
  - TI: Tenant Improvements or finishing space in an existing shell

<table>
<thead>
<tr>
<th>Location</th>
<th>5,000 SF</th>
<th>15,000 SF</th>
<th>35,000 SF</th>
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<tbody>
<tr>
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<td>New Optical</td>
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<td>TI ASC</td>
<td>$174 - $233/SF</td>
<td>$158 - $210/SF</td>
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</table>

* Based on 1st quarter 2015 cost data - expect an ~10% annual increase
* 5-6SF of site for every 1SF of building - don’t forget about future expansion
* If demolition of existing space is required add this amount to the TI cost

### Other Construction Cost Drivers

- Union towns
- Temporary material shortages
- LEED or "green" building technologies
- Build quality
- Aesthetic appeal
- Architectural & engineering fees
- 4-12% of the construction cost
- Civil engineering is separate
- Impact fees, top fees, water retention fees
- Financing & interest during construction costs
- 5-7% of the borrowed money
- Rates are very competitive today
- Fixed, operating & tax (FOT or NNN) expenses
- $6-12/SF depending on your location

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**Thank You, Any Questions?**

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I’d like to help you design your healthcare facility