NEW YORK HOTEL & MOTEL TRADES COUNCIL · AFL-CIO

NY

NYBC

HEALTHCARE COMMITTEE

Francis Cauffman

Session Description

Mixed-Use Healthcare

We will focus on the synergistic relationship between design, technology, operations and cultural expectations for great patient experiences.

Outpatient Services

We will discuss key issues relating to waiting, wayfinding and enabling technologies for patient focused operations. We will also discuss design as it relates to culture and reputation.

LEAN Operations

620 Fulton Street, which houses the New York Hotel Trades Council & Hotel Association of NYC, Inc.'s new Brooklyn Health Center, is a case study in ambulatory care and in mixed-use healthcare.

Speaking Today

James Crispino*, AIA, NCARB*
President
Francis Cauffman

Agenda

The Building

Patient Focus

Why Wait?

Which Way?

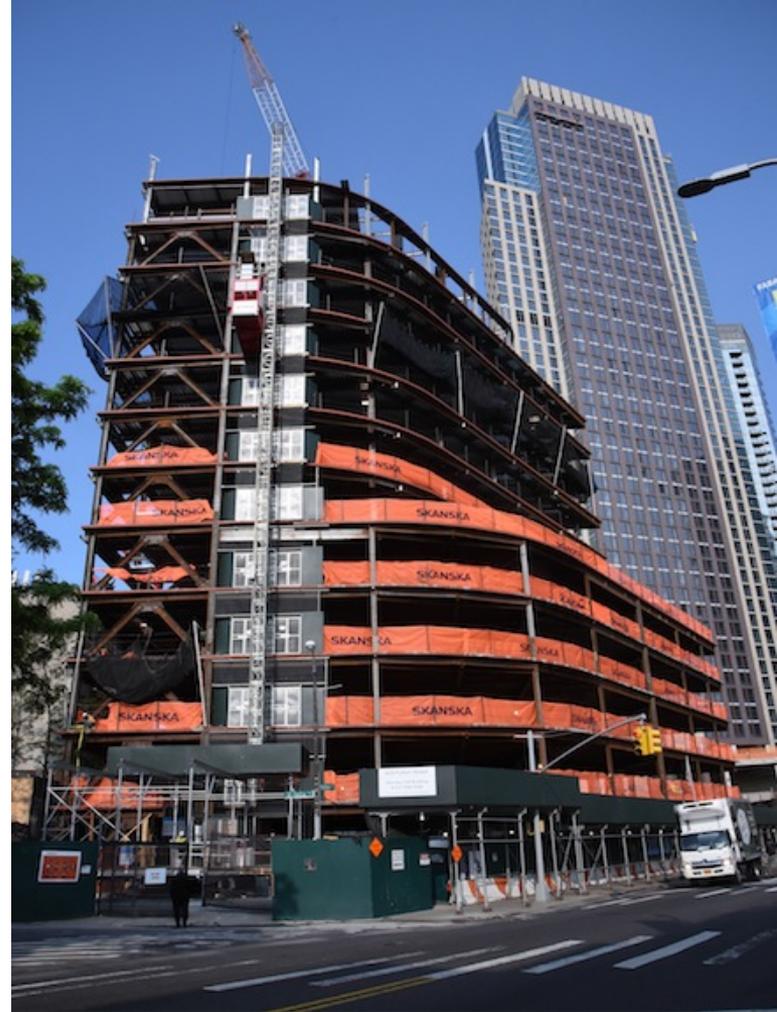**Tech Talk**

Culture + Design

The Building

180,000 bgsf

12 Stories + Basement + Penthouse

Steel Frame, Curtainwall

PoPs Park adjacent to BAM Park

Terraces at set-back and on roof

The Building

19,000sf site in the heart of the Brooklyn Cultural District

Building Program is complementary to adjacent development projects

13 different subway lines, LIRR Atlantic Terminal & 4 bus lines within blocks
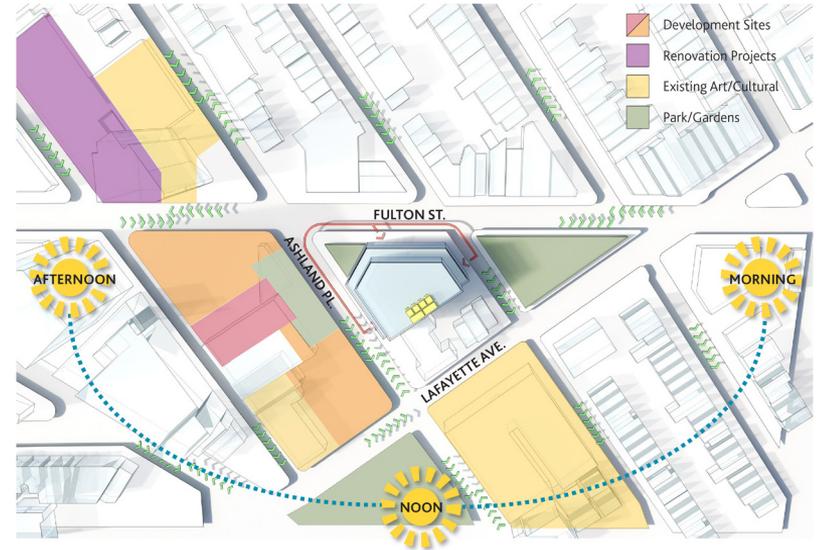
Accessible location for members

The Building

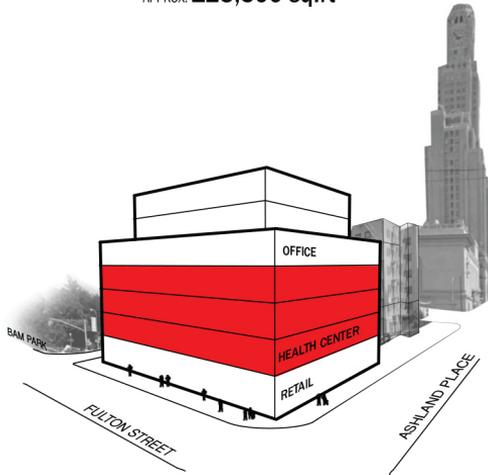*Used PoPs strategy to increase FAR*

20% increase helped project ROI
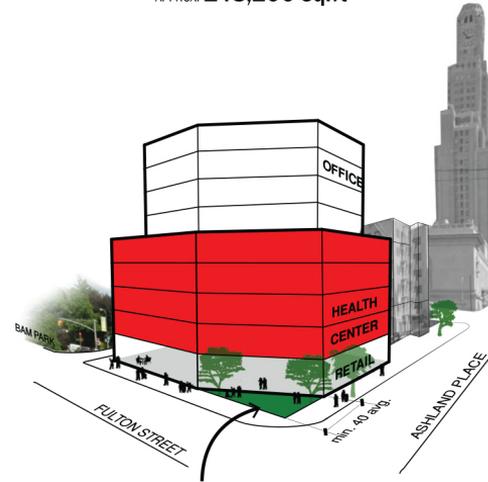
Creates an asset for the HTC

The Building

(6.5 FAR)

APPROX. **123,500 sq.ft**

Total Building	123,038
BHC	65,000
Ground Floor Retail	18,929
Upper Floors / Office	39,109

BAM PARK · FULTON STREET · OFFICE · HEALTH CENTER · RETAIL · ASHLAND PLACE

(7.8 FAR)

APPROX. **148,200 sq.ft**

Total Building	147,646
BHC	65,000
Ground Floor Retail	16,929
Upper Floors / Office	63,709

BAM PARK · FULTON STREET · OFFICE · HEALTH CENTER · RETAIL · min. 40 avg. · ASHLAND PLACE

Privately Owned Public Space: 2,000 sq.ft.
20% Additional FAR incentive + activated street scape

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Patient Focus

- 85% of Patients will see their doctor, radiology, lab and pick up their prescriptions in under 1 hour.

- iThrive Center – Patients will be empowered to take an active role in their healthcare and are inspired to do so.

- Design is inviting and intuitive.

- Health Center is a place that members come to as part of their normal life.
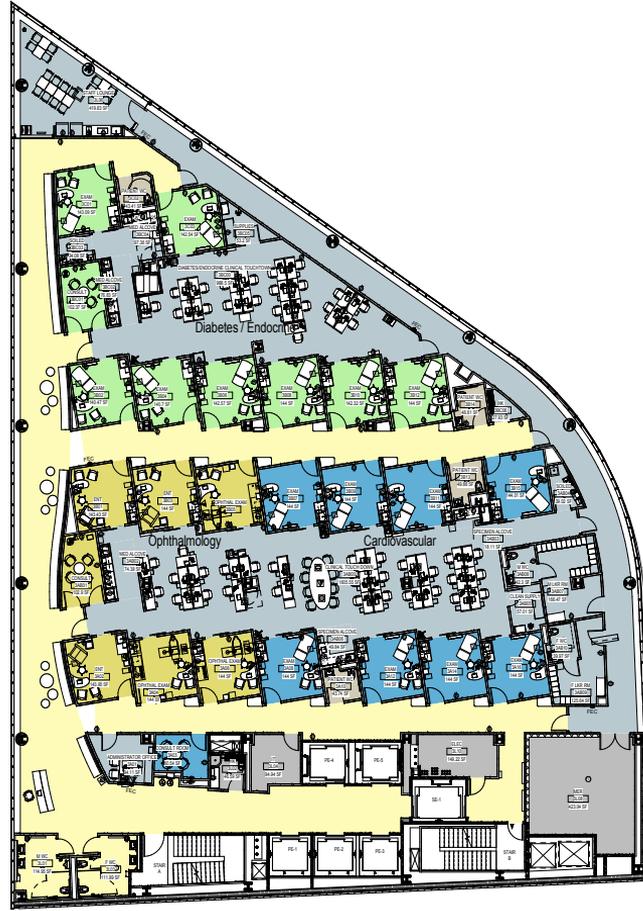
Why Wait?

Why Wait?

Which Way?

Which Way?

Which Way?

Which Way?

Tech Talk

People and enabling technologies change the Patient experience

- Patient Connector

- Health Center Communicator

- Self Rooming

Culture + Design

*Culture and Design must
be mutually supportive
And reinforce
Institutional messages*

- Service the hospitality industry.
- It is not enough to provide high quality healthcare, the patient must also perceive it as high quality.

- It is the providers job to provide high quality care, it is all of our jobs to make sure the care is perceived as high quality.

- Operations and facilities designed to simplify patient experience and exceed expectations.

LET'S

TALK!