Preparing Your Practice for the Next Generation:
Solutions for the External and Internal Forces that Impact Ophthalmic Clinics and ASCs

Lecture Objective
In this course you will learn recommended approaches to facility development and design in order to address the internal and external forces—from patient flow to reception amenities to technological advancements—that impact your facilities now and in the future.

Introduction | Trevor Wilson

- Graduate of the University of Detroit Mercy’s School of Architecture with a Masters Degree in Architecture
- Experience in a variety of healthcare projects with a specialty in ophthalmic planning and design at Eckert Wordell, a firm with 35 years of experience in ophthalmic facility planning and design
- Passionate about creating a ‘Return on Design’ whether it be for a single ophthalmologist’s practice or a large institution’s multi-specialty practice
- Outside of work I am very active in sports, community outreach, and will be getting married in less than a month!

Challenges | Current Trends

- Decreased # of new providers
  - Consolidations, Expansions, and Restructuring of Delivery
- Aging Population
  - Increased patient volume
- Patient Engagement
  - Monitoring, Patient/Office Workflow, Patient satisfaction
Designing for Change

The 3Ps

- PROCESS
- PRACTICE
- PEOPLE

It’s the people—PATIENTS, caregivers, staff, and providers—that are the most valuable component of the 3Ps.

Patient Centered

Patient-Centered | Expectations

- Patient expectations are growing
- HCAHPS Survey
  - Patient voice & social media
  - Public reputation
  - Reimbursements
- Accommodating the caregiver
  - Amenities in the lobby and exam rooms
- Be the best in care
  - Deliver results
  - Patient education

“I need some space to get some work done while I wait.”

“Waiting would be easier if I knew what I was waiting for…”

FACILITY

STAFF

WORKFLOW

PROCESS
Patient-Centered | Atmosphere

- Know your client demographics
- Provide mixed seating arrangements
- Control the noise
  - Separation of spaces
  - HIPAA compliance

Patient-Centered | Flow

- Avoid ‘the maze’
  - Simple organizational layout
  - Proper wayfinding signage
- Reduce the numbers of times a patient needs to move
- Personal connection transfer
- Don’t allow the patient to feel as though they are being processed

Buying and/or Selling a Practice

- What to look for when buying an established practice (from a facility perspective)
- Preparing a practice for sale

Starting Fresh | What to Consider

- New construction vs. renovating existing
  - Size of the space
  - Own vs. lease
- Growth factor
- Demographics
- Patient experience
- Referral base
  - Existing provider network
  - Competition
Starting Fresh | **Case Study Dr. ‘Smith’**

**Process Followed:**
- Outlined practice goals
- Acquired financing
- Identified area to locate the practice based on the goals and objectives
- Found facility within the financing limits
- Hired an architecture firm to develop program and spatial needs

**Lessons Learned:**
- Identify space needs prior to selecting a facility (or land)
- Work with an architecture firm early on to identify:
  - Financing needs
  - Space needs
  - Facility constraints
- Research and define the practice goals regarding patient volumes, demographics, and staffing needs

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Purchasing a Practice | **What to Look For**

- Compliance issues that will need to be addressed
- Design
  - Work and patient flow
  - Exterior and interior aesthetics
- Technology
  (current vs. future needs)
- Financials
  - Current operating margins
  - Patient volumes
  - Growth potential

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Selling your Practice | **How to Prepare**

- Know your expectations:
  - Timeline
  - Concerns
  - Recruitment
- Know your financial and patient data
- Current facility:
  - Are your interiors up to date?
  - Can technology be easily integrated?
  - Are there compliance issues a new owner would need to address?

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Selling your Practice | **Case Study Dr. ‘Jones’**

**Process Followed:**
- Identified personal goals (retirement)
- Identified key areas of importance regarding his goals:
  - Concern for patients
  - Staffing
  - Attracting talent
- Hired an architect to assess the facility

**Lesson Learned:**
- Establish timeline to meet personal goals
- Research and understand the financial implications
- Address compliance issues
- Aesthetics are important to attract new providers and patients
- Willingness to (or not to) take on additional expenses for renovations
Summary

• Patient Centered: Understand patient expectations
• Starting Fresh: Know your data
  • Demographics
  • Financing
  • Facility/Site needs
• Preparing to Sell: Know your facility
  • Goals and objectives
  • Aesthetics
  • Compliance
  • Practice value

Discussion

Q & A
If you have any additional questions, please feel free to stop by our booth (#2259) anytime.

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