



LEAN healthcare design

doing more with fewer resources

LEAN
design

CROW VALLEY
HEALTHPLEX
Bettendorf, IA

When the Genesis Health Group embarked on a journey to build a new medical facility from the ground up, they took advantage of the opportunity to dramatically reimagine their workplace. Using **LEAN design methodology**, they were able to provide an even more enhanced and supportive environment for patients and their families.

design
for patient & workplace efficiency



collaborative process

The patient experience is front and center throughout the entire planning and design process.

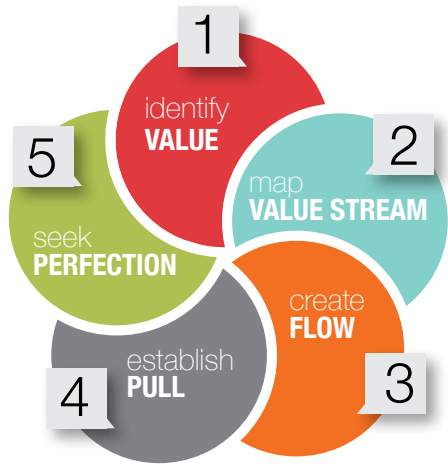
LEAN process

To achieve the most efficient, patient-centered solution, BLDD and Genesis Health Group used a cross-functional, LEAN approach to programming and design.

This involved working from day one with an integrated team of care providers, physicians, nurses, medical assistants, laboratory and radiology technicians, and receptionists. They worked collaboratively with BLDD Architects, the contractor, and Genesis' leadership to create a facility fully focused on Genesis' mission.



LEAN process



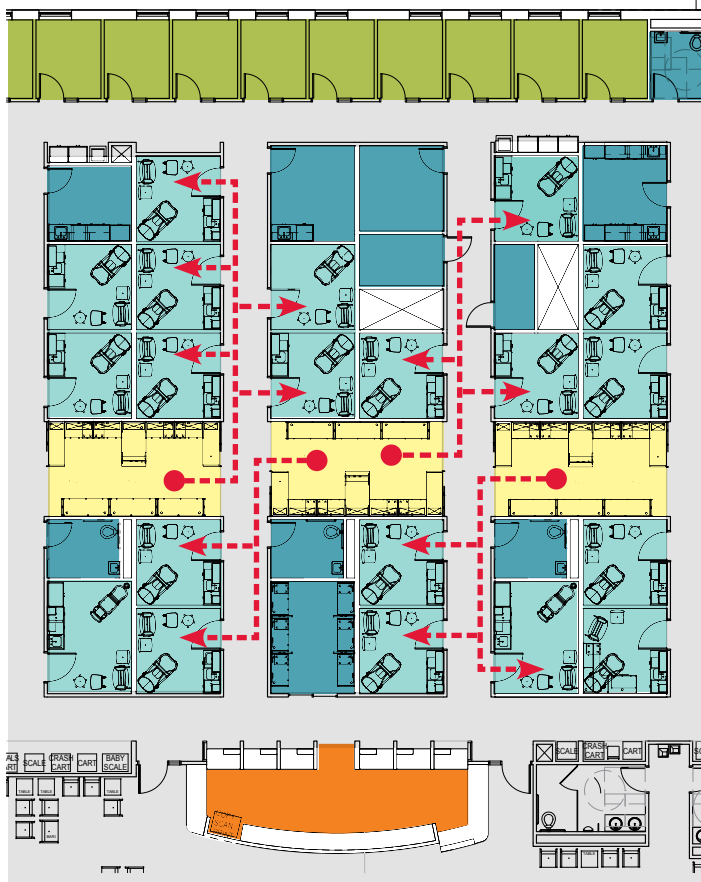
PATIENT
satisfaction

PATIENT-CENTERED APPROACH

Throwing aside traditional design approaches, the team used a series of integrated LEAN 2P (Process/Preparation) Construction Design Events to make collective decisions about operations and design. As a result, the project achieves facility outcomes in support of Genesis' mission and goals for the project, including:

- reducing non-patient care spaces
- reducing lead time to shorten patient visits
- optimizing adjacencies to overlap support
- providing space that promotes teamwork
- increasing room flexibility to decrease operational downtime





LEAN FLOOR PLAN

- Clinical
- Care Team Area
- Office
- Clinical Support
- Registration
- Circulation
- - - Care Team Flow

STREAMLINED PATIENT CARE

With a focus on minimizing waste and any non-value added steps, the Crow Valley Healthplex was designed to improve patient and staff flow. As a result of the LEAN process, care team areas are centralized to provide efficient circulation and flow for streamlined care. This allows providers to serve patients quickly as they move through stages of care. The Healthplex is also designed to be flexible to meet ever-changing patient needs.

KEY LEAN DESIGN OUTCOMES:

- 17% reduction in exam rooms
(2.5 per provider vs. traditional 3 per provider)
- 47% reduction in size of physician offices
(80 SF vs. traditional 150 SF)
- 46% reduction in check-in time
(<90 seconds vs. 168 seconds)
- Centralized care team work areas
- Same-handed / right-sized exam rooms to optimize efficiency
- Intuitive interior space plan and simple palette so patients can self-guide
- Centralized check-in & patient kiosks
- Separate and dedicated patient and provider zones
- Paths of travel enhance the patient experience

efficient
patient-centered, flexible plan

LEAN
outcomes

The new Crow Valley Healthplex houses 18 family practice providers, in addition to Convenient Care, Diagnostic Imaging, and Lab/Phlebotomy in a two-story 43,000 SF clinic designed to reflect the Genesis values. The facility houses over 60 same-handed, right-sized exam and procedure rooms.

LEAN
outcomes



The streamlined patient experience has reduced wait times and enhanced satisfaction, while providing convenient care.

affordable design



The facility design had to fit into the surrounding office park in terms of aesthetics and use of materials.

The use of brick, metal wall panels, and glass curtain wall not only tie into the surrounding context, but also create visual impact, scale, and texture to mitigate the mass of what is essentially a “big box.”

The glass curtain wall and storefront windows allow natural daylight to penetrate deep into the building.



An aggressive 18 month design and construction schedule and very modest construction budget of \$10 million (\$230 per square foot) drove the design.

LEAN
aesthetic

INVITING INTERIOR

The interior palette is based on established branding strategies which incorporate warm woods, pastel earth tones, and a conscious splash of Genesis' signature blue. Accent colors and floor patterns are carefully placed to enhance wayfinding and promote self-guidance. The natural palette is accented by a collection of artwork which reinforces the interior design concept of tranquility.

Patient comfort is further experienced with the selection of durable, cleanable chairs throughout the healthplex. Mobile laptop carts used by physicians allow adjustability at every opportunity. Modular furniture systems and storage carts provide the flexibility required of a LEAN, operationally efficient healthcare environment.

LEAN
aesthetic



patient-centered
comfort



The interior is bathed in daylight, and connections to the outdoor environment assist in wayfinding. These elements, combined with strong architectural features such as the two-story wood wall, provide a sense of welcome and natural warmth to incoming patients.



BLDD
ARCHITECTS

For more information about how we can assist your organization with **LEAN facility design**, please contact:

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