

## Implementing a Successful Patient Destination Strategy

### The HealthPartners Model for Ambulatory Excellence

HealthPartners Regions Hospital in St. Paul is a Level One Trauma Center and teaching hospital. The HealthPartners Medical Group (HPMG) is a 600+ physician multispecialty practice based at Regions. Together, Regions and HPMG have established special programs in cardiovascular, cancer, orthopedics, neuroscience, burn, emergency and women's care. Founded in 1872, the hospital has long since outgrown its medical campus. With many outpatient specialty programs integrated into the hospital, Regions was faced with constrained space for growth, inadequate parking and a less than satisfactory patient experience.



HealthPartners Specialty Center

HealthPartners selected Frauenshuh as a development partner to help develop an off-campus outpatient specialty strategy, which would “decongest” the Region's campus and allow for inpatient growth. Utilizing “lean” design methods, HealthPartners' executive leaders, the medical staff and Frauenshuh applied four goals to the process: 1) optimize patient flow, diagnostic throughput and staff productivity, 2) maximize patient experience via great access, free parking, easy wayfinding, outstanding service and “seamless” integrated care, 3) eliminate all waits, delays, waste and rework, and 4) optimize the design and efficiency of capital-intensive patient care spaces.

With these goals in mind, a thorough programming initiative was conducted, which included patients, providers and support personnel. The process led to the development of a two building, 250, 000 GSF outpatient specialty campus less than one mile from Regions. The campus includes a ten (10) room outpatient surgery center, a six (6) room GI endoscopic center, a comprehensive therapy center, pharmacy, optical shop, coffee shop and twenty-five

(25) specialty outpatient clinics. The planning process created “logical centers of care” where programs such as orthopedics, sports medicine, podiatry and PM&R are co-located. Additionally, the planning process anticipated new programs and/or technologies being added. For example, virtual CT-based colonoscopies will be performed in the GI lab so patients with positive findings have additional diagnostic/therapeutic procedures completed in one visit.

Innovative financing and development models were implemented by Frauenshuh HealthCare Real Estate Solutions to create this “one-stop” platform for HealthPartners' integrated care model and to ensure capital was available for reinvestment in Regions' inpatient redevelopment initiative currently in the schematic planning phase.



To learn how Frauenshuh HealthCare Real Estate Solutions can help you achieve your program alignment and facility development goals, contact them at 952-829-3480 or [www.FrauenshuhHealthCare.com](http://www.FrauenshuhHealthCare.com).



*“Creating a new ambulatory specialty care destination allowed us to advance our mission, improve our operating efficiencies, and free up valuable space and capital for the needed expansion and remodeling of our inpatient campus.”*

Mary Brainerd, CEO  
HealthPartners



A National Resource for Physicians, Hospitals, and Health System Leaders