Consumer-Driven Healthcare
Building the Future of the Retail Healthcare Experience

The HermanMiller Nemschoff
Four-Part Series

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Today more people are choosing to visit a retail healthcare setting over a traditional health setting.

This new health consumerism is being fueled by the Affordable Care Act and prevailing high deductable plans. Consumers with larger "out of pocket" expenses are demanding the same level of convenience and access they get with their bank, pharmacy, and retail businesses.

Recent study by Rand Health revealed that 88% of U.S. retail clinics are located in major metropolitan areas, and one-third of the U.S. urban population can easily access a clinic. Retail clinics typically serve younger adult patients who do not have a regular healthcare provider. For a selected group of conditions, retail clinics deliver lower-cost care of equivalent quality compared with other settings. Approximately one in five visits to a primary care physician and one in ten visits to an emergency department are for a problem that can be treated at a retail clinic.

Technology and the Internet, coupled with an increase in electronic medical records (EMR), have made access to clinical support, clinical information, and patient records available virtually anywhere. This new model is manifesting itself in many different ways including new partners such as Walmart, Kroger, and commercial retail developers.

At each event, there will be a reception with refreshments from 5:30 to 6:00 pm, followed by a presentation from 6:00 to 7:30 pm.

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DIFFERENT PATHS TO HEALTHCARE
Thursday, September 18, 2014

Reception – 5:30 to 6:00 pm
Presentation – 6:00 to 7:30 pm

Herman Miller showroom, Merchandise Mart, #330

Retail and consumer access to healthcare comes through many channels. Big box stores, malls and pharmacies are now in the game to stay. How does the design and planning of these sites compare to a traditional healthcare setting? Employers are also designing their own primary and secondary care sites for their beneficiaries. These are more than retail sites – they are full-blown ambulatory care programs with a robust slate of services. Where is this going and, more important, who is designing the sites? What is different about an engagement and an ambulatory care site that is "on-site" at an employer location?

SPEAKER:

A. Michael La Penna
The La Penna Group, Inc.

HEALTH WELLNESS + RETAIL
Thursday, October 23, 2014

Reception – 5:30 to 6:00 pm
Presentation – 6:00 to 7:30 pm

Herman Miller showroom, Merchandise Mart, #330

Ripples and ramifications from recent changes in the healthcare system, and systems of reimbursement are being felt throughout the industry. One key to reducing costs is moving as many services out the doctor's office and emergency room into high quality low cost venues. Another is retooling existing facilities to meet the changing wants and needs of consumers seeking value for their time and healthcare dollars. A panel representing the design, insurance, and facilities viewpoints of this intricate puzzle will come together to present their perspectives on this complex and intricate puzzle.

SPEAKERS:

Forrest Harris
Saint Anthony Hospital

Andrew Mazurek
OptimaLogix, LLC

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HEALTHCARE REPOSITIONING WITHIN THE RETAIL MARKET LANDSCAPE

Thursday, November 13, 2014

Reception – 5:30 to 6:00 pm
Presentation – 6:00 to 7:30 pm

AIA Chicago, 35 East Wacker Drive, Suite 250

As the healthcare industry shifts toward a value-based model, consumers are taking a more active role in, and greater financial responsibility for, their healthcare decisions. Armed with new data and an expectation for online interaction and in-person convenience, consumers are approaching healthcare purchasing with the same mindset as they do other retail experiences. At the same time, new competitors with strong retail presence such as Walgreens and CVS are entering the healthcare delivery market, offering services such as chronic disease management.

To compete in this environment, hospitals and health systems need a clear understanding of the retail market landscape and a plan to reposition the organization to attract and engage these well-informed and cost-conscious consumers.

SPEAKERS:

Dan Clarin
Kaufman, Hall & Associates, Inc.

James Medendorp
Kaufman, Hall & Associates, Inc.

CUSTOMER-FOCUSED HEALTHCARE DELIVERY: LESSONS LEARNED FROM WALGREENS

Thursday, December 11, 2014

Reception – 5:30 to 6:00 pm
Presentation – 6:00 to 7:30 pm

AIA Chicago, 35 East Wacker Drive, Suite 250

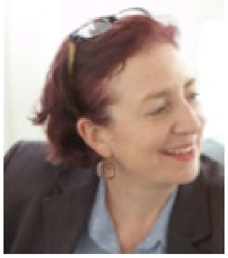
With the double-digit expansion of retail clinics fueled by the need for expanding access to primary care, this conversation will focus on strategies for delivering affordable outlets for primary care. Some of the components to be reviewed include:

- Partnering with existing market owners to bridge care gaps,
- Understanding delivery methodologies to create cost effective and flexible real estate solutions,
- And using brand identity to build patient fidelity and awareness.

The presentation team will share examples and project stories from Walgreens partnership with health systems and clinicians, and provide examples from both the Walgreens well- experience and community pharmacy model. It will include establishing design parameters and understanding delivery of cost effective solutions. A review of Walgreens methodology of providing consistent, repeatable, branded spaces across multiple locations will be presented and discussed.

SPEAKERS:

Robin Kosiek
Walgreens Co.



Sarah Bader, IIDA, EDAC
Gensler

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