



TOGETHER, WE

ENHANCE EXPERIENCE & EMPOWER PEOPLE

THE CULTURE OF AMBULATORY CARE



MERCY
HEALTH
Physicians



THE EXPERIENCE IS THE BRAND.



04 COMPETITIVE EDGE **08** INVESTING IN SPACE **14** CASE STUDIES

Patients choose doctors, not buildings. But when people walk through your doors what they experience impacts how they feel when they are in your hands.

We partner with ambitious leaders in health, who want to design an experience that patients seek out; and one that attracts and retains the best talent. Together, we enhance the healing experience and the professional workplace; promote efficiency through optimal space utilization; and empower people with a sense of control, calm, and well-being when they're at their most vulnerable.

We understand how ambulatory centers are evolving to advance a model of care though new and additional services, telehealth advances, public health and safety protocols, and patient well-being.

Positively affecting people—from patients to providers—is the most important thing we do.



GIVING CLIENTS A COMPETITIVE EDGE

1. A Research Based Approach
2. Lean Design
3. Space Utilization + Multi-tasking
4. Sustainability + Resilience
5. Diverse Thinking

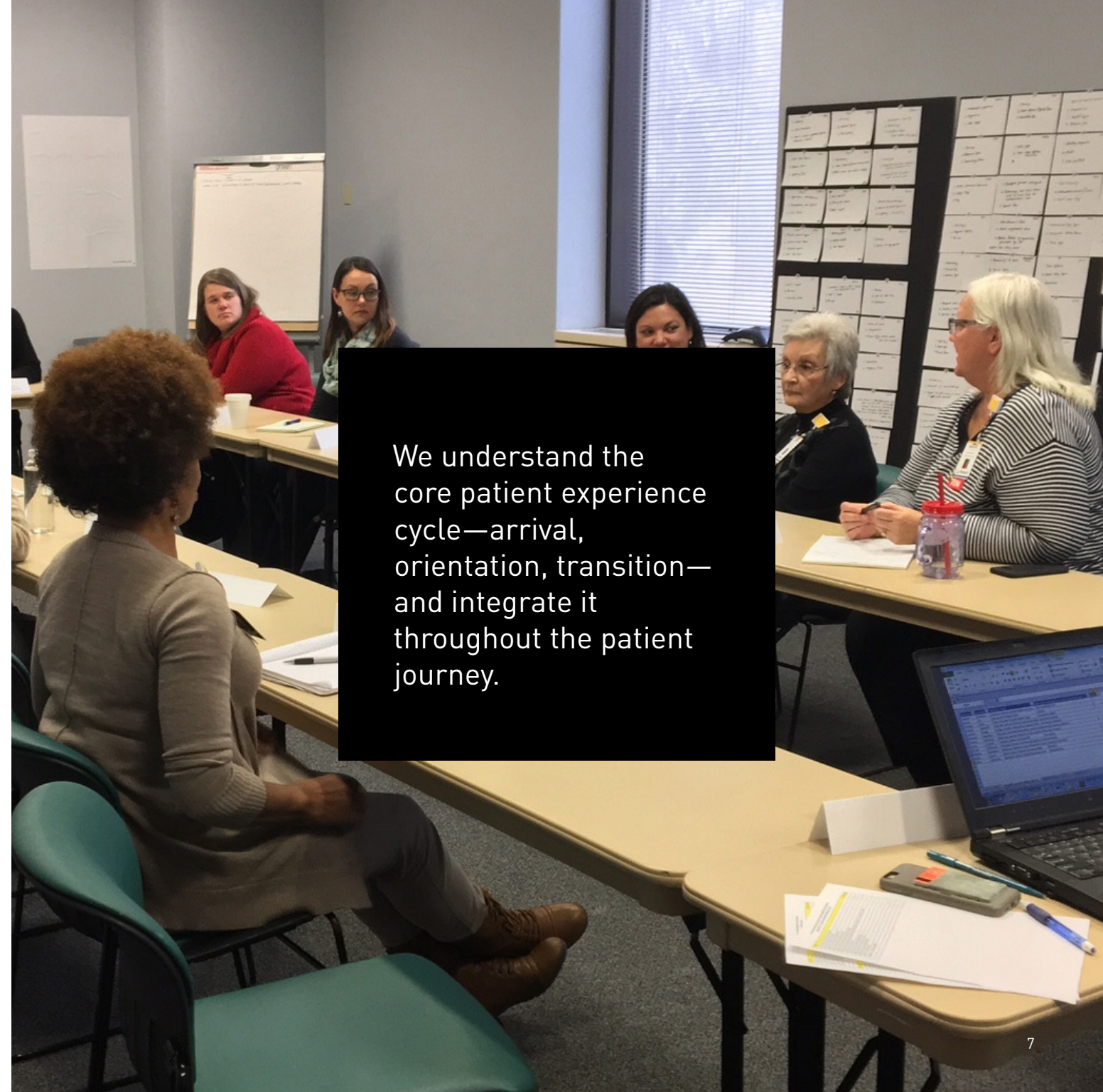
A RESEARCH BASED APPROACH

An integrated approach to research is a hallmark of our healthcare design practice. Analysis of the latest data and best practices, synthesized with rigorous exploration of possibilities, uncovers fresh insights. This drives our evidence-based decision making for design that positively impacts well-being and optimizes patient and staff experiences.

LEAN DESIGN

We use avatars, observations, Gemba walks, focus groups, computer simulations, and mockups to uncover hidden opportunities that help ensure continuous improvement for delivery of care. We combine knowledge of the forces driving the future of healthcare with fundamental imperatives—ease of access, intuitive wayfinding, short travel distances, and optimized department adjacencies—to create innovative and flexible patient care environments.

Our designs embrace operational efficiency, while providing ease of care and patient convenience; they're seamless, adaptable, and multidisciplinary. We understand the core patient experience cycle—arrival, orientation, transition—and integrate it throughout the entire patient journey.



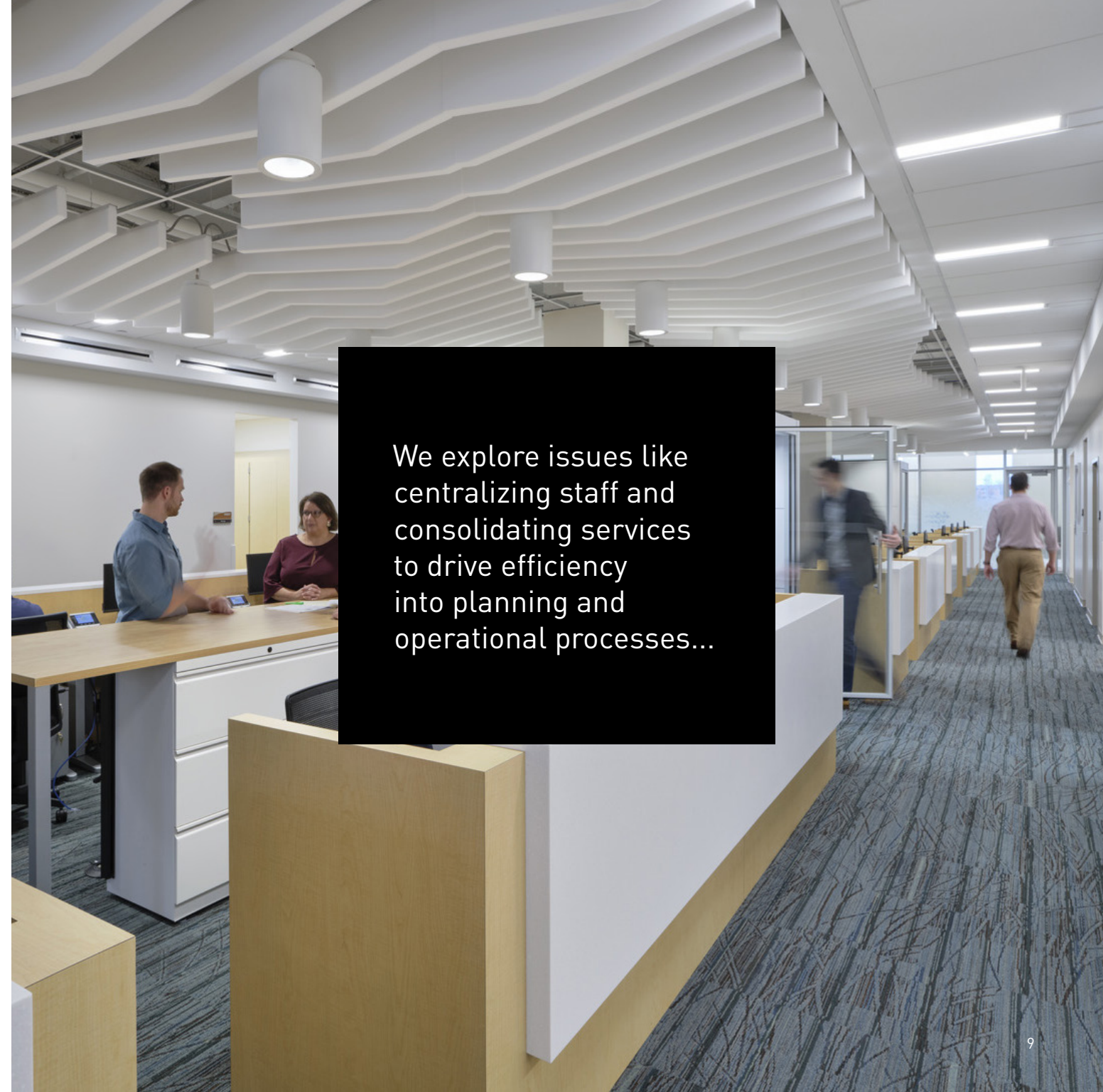
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SPACE UTILIZATION & MULTI-TASKING

Optimized spaces help staff be more efficient and effective. Our clinical workspace experience is deeply rooted in research and lean practices. We explore task-based work solutions that support a collaborative environment; we investigate strategies to consolidate services that yield higher throughputs and increased patient satisfaction; and find ways to co-locate specialists to encourage seamless collaboration within and across disciplines.

SUSTAINABILITY & RESILIENCE

From campus masterplanning and new buildings, to clinical workspace and exam room planning templates, designing sustainably means helping our clients get the most out of their investment. We work with our clients to design long-lived, resilient spaces that can adapt to the evolving needs of their patients and maintain operation in the face of external events like public health crises or weather emergencies. Efficient MEP systems and high performing building enclosures create comfortable interiors for staff and patients while reducing operating costs over the life of the building.



We explore issues like centralizing staff and consolidating services to drive efficiency into planning and operational processes...

DIVERSE THINKING

At GBBN, we look at architecture beyond buildings. When it comes to helping our clients address their biggest challenges and achieve their goals, space alone is not the only consideration. Our broad thinking brings together in-house experts in diverse fields—from technology and fabrication to research, sustainability, and human sociology. This enables us to ask the right questions and help our clients use all facets of design to surface the right design solution.



SPACE



MAKING



SUSTAINABILITY
& RESILIENCE



PRIMARY
RESEARCH



HUMAN
SOCIOLOGY



TECHNOLOGY

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WHAT MAKES SPACE WORTH THE INVESTMENT?

1. Supportive Clinical Workspace
2. Staff Attraction & Retention
3. Patient Healing & Well-being
4. Places for Respite
5. Convenience
6. Virtual Health & Remote Care
7. A Consistent Brand Experience
8. Registration & Waiting
9. Case Studies


SUPPORTIVE CLINICAL WORKSPACE

Every healthcare system depends on the same valuable resource: people. But [more than 50% of clinicians report burnout](#).^{*} Factors include excessive workload, administrative burdens, workflow, interruptions, and distractions. Staff stress can telegraph to patients and impact their care. That is why we do everything we can do to support the work of your clinicians and staff with space designed to support a fluid series of essential tasks, from quiet, focused charting to collaborative team discussions.

Multidisciplinary models of care, holistic health, and lifestyle management are changing the definition of ambulatory care. What was once a relationship between patient and physician, may now include psychologists, social workers, nutritionists, and nurse practitioners. These changes require a variety of workspaces to accommodate providers who, increasingly, move among clinic locations.

There is no one-size-fits all solution to delivering a seamless patient experience. We have a rich database of primary research collected across multiple projects and service types. We use this research to help our clients develop strategies and clinic planning templates that support staff well-being, so your patients receive the exemplary care they expect from your brand.

^{*}*National Academies of Sciences, Engineering, and Medicine*

A photograph of a modern clinical workspace. The scene shows a hallway with glass-walled rooms. A person in a white lab coat and glasses is standing in the foreground, looking towards a room. The room has a desk and a chair. The floor is covered with a blue and grey patterned carpet. The lighting is bright, suggesting a well-lit environment.

We design space that supports a fluid series of essential tasks from quiet, focused charting to collaborative care discussions.

PATIENT HEALTH & WELL-BEING

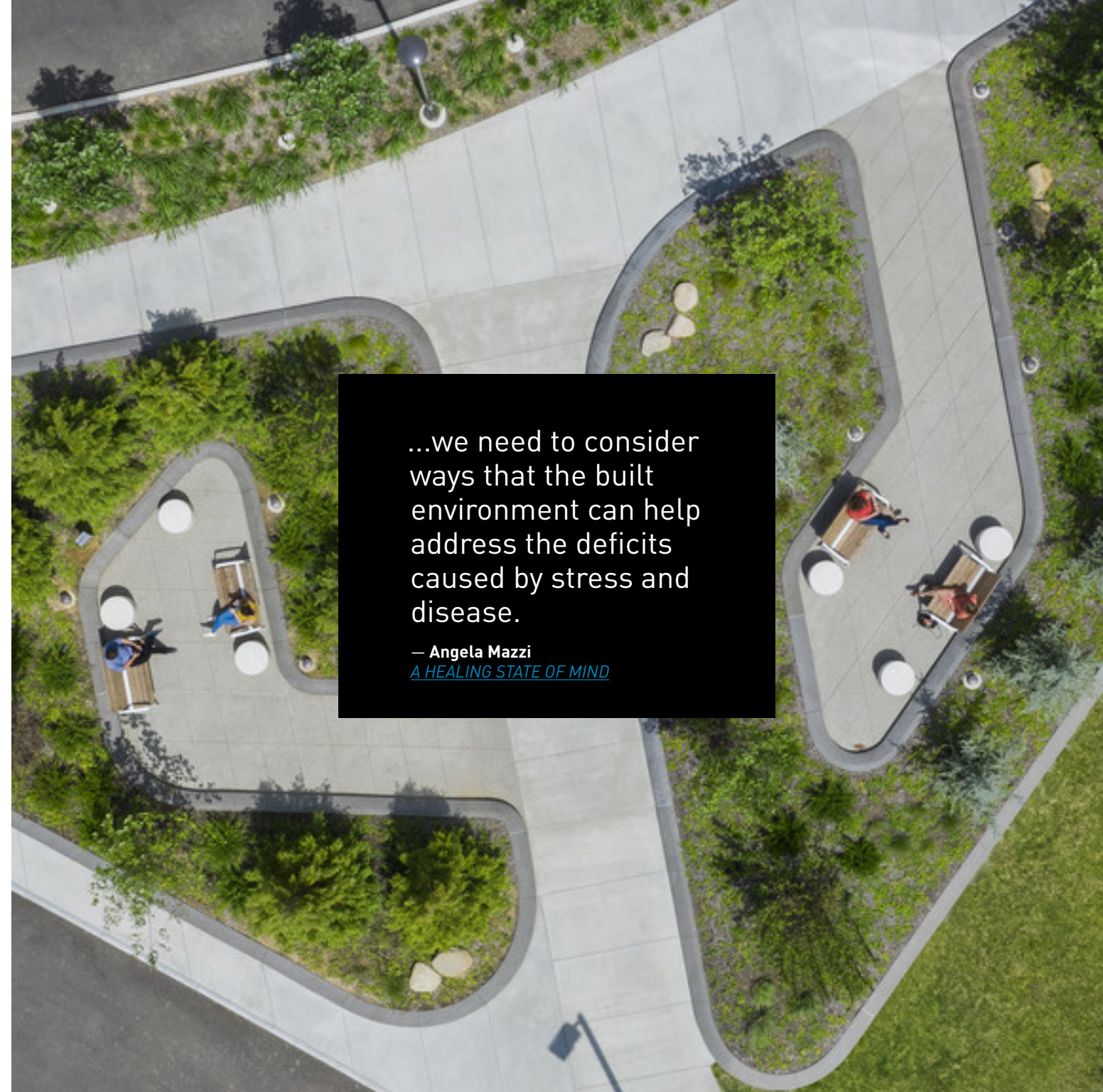
As architects and designers, we can't cure diseases or control the amount of stress a patient might be carrying into a space. But once there, we work to surround them in uplifting, health generating atmospheres designed to replenish and restore.

At GBBN we ask: how can the built environment enhance healing? We begin by considering five different aspects that help decrease stress and impact a patient's sense of empowerment and well-being:

- Sense of coherence (I understand)
- Self-efficacy (I can)
- Biophilia (I relate)
- Prospect and refuge (I shelter)
- Relaxation response (I restore)

We work to strategically incorporate things like gardens; organic shapes, natural materials, and daylight into easily navigable environments. We find opportunities for physical movement and positive distractions and create shared public space that encourages socialization and relaxation.

As we craft the essential elements of ambulatory facilities—including arrival, registration, labs, imaging, exam rooms, meeting and clinical spaces—we work with clients to shape spaces that can foster the kind of health-generating experiences that help patients heal.



...we need to consider ways that the built environment can help address the deficits caused by stress and disease.

— Angela Mazzi
[A HEALING STATE OF MIND](#)

PLACES FOR RESPITE

The Centers for Disease Control cites the social and physical environment as the biggest factor in determining human health. Our passion is finding ways for healthcare facilities to bring a sense of rejuvenation.

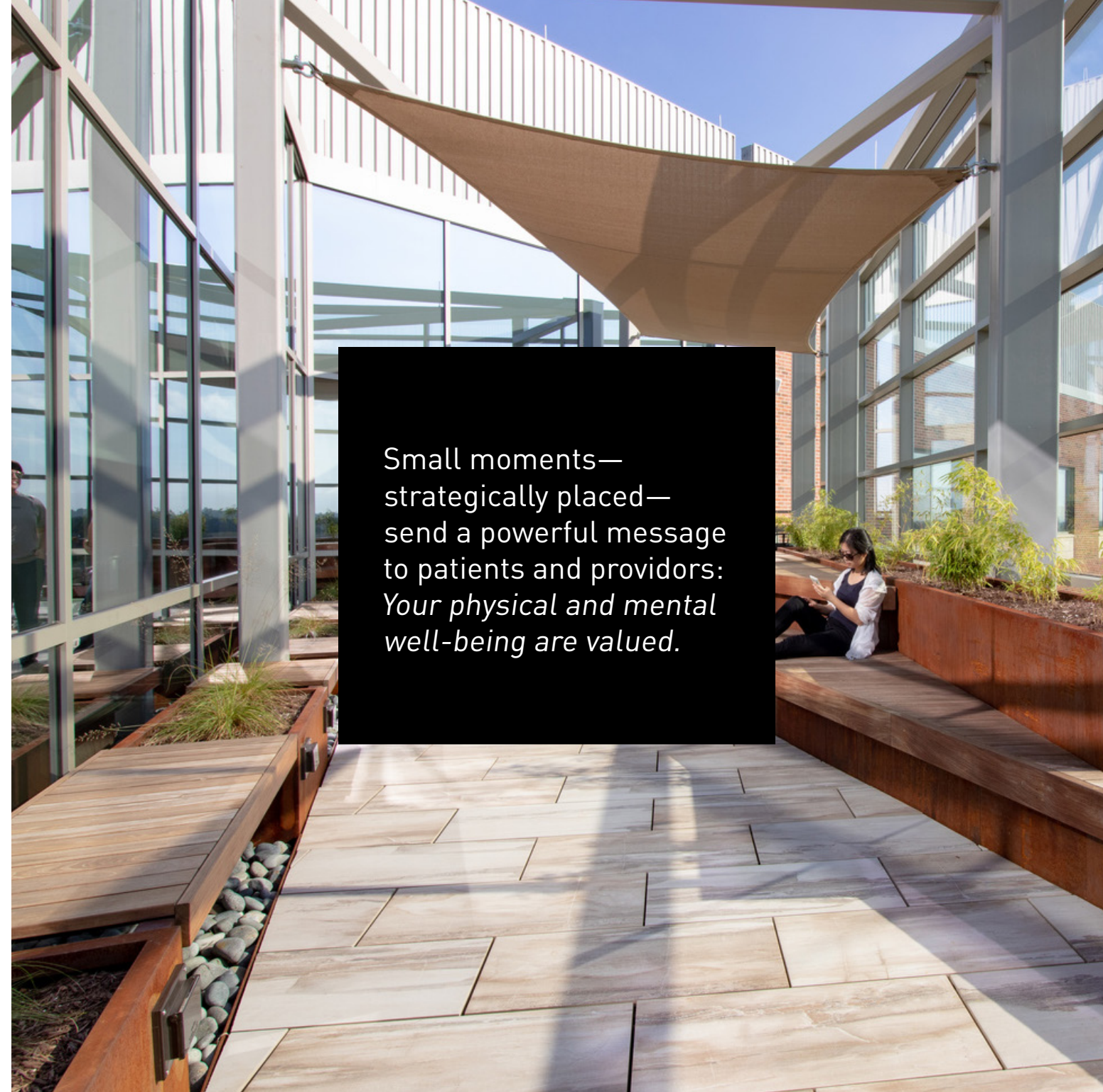
COVID-19 has brought the long days and dedication of healthcare workers into sharp focus. Respite moments can rejuvenate the spirit through light, color, and access to nature. A calm spot to pause; a place to briefly step away for a phone call or fresh air can mitigate burnout and help retain top talent. Small moments—strategically placed—send a powerful message to patients and providers: Your physical and mental well-being are valued.

Factors that Determine Health

- Social & Physical Environment
- Medical Care
- Lifestyle & Behaviors
- Genes & Biology



Source: [cdc.gov](https://www.cdc.gov)



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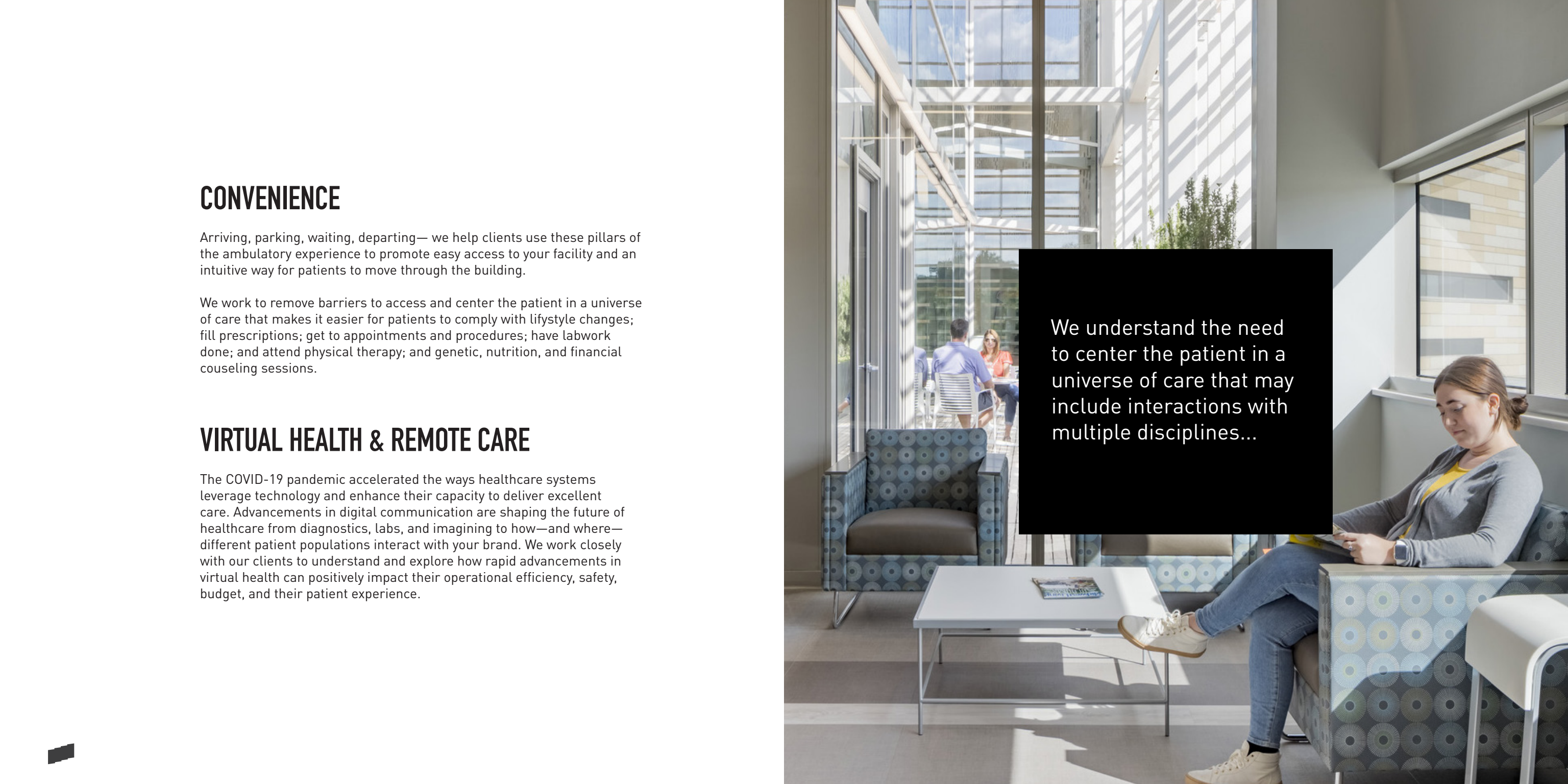
CONVENIENCE

Arriving, parking, waiting, departing— we help clients use these pillars of the ambulatory experience to promote easy access to your facility and an intuitive way for patients to move through the building.

We work to remove barriers to access and center the patient in a universe of care that makes it easier for patients to comply with lifestyle changes; fill prescriptions; get to appointments and procedures; have labwork done; and attend physical therapy; and genetic, nutrition, and financial counseling sessions.

VIRTUAL HEALTH & REMOTE CARE

The COVID-19 pandemic accelerated the ways healthcare systems leverage technology and enhance their capacity to deliver excellent care. Advancements in digital communication are shaping the future of healthcare from diagnostics, labs, and imagining to how—and where—different patient populations interact with your brand. We work closely with our clients to understand and explore how rapid advancements in virtual health can positively impact their operational efficiency, safety, budget, and their patient experience.

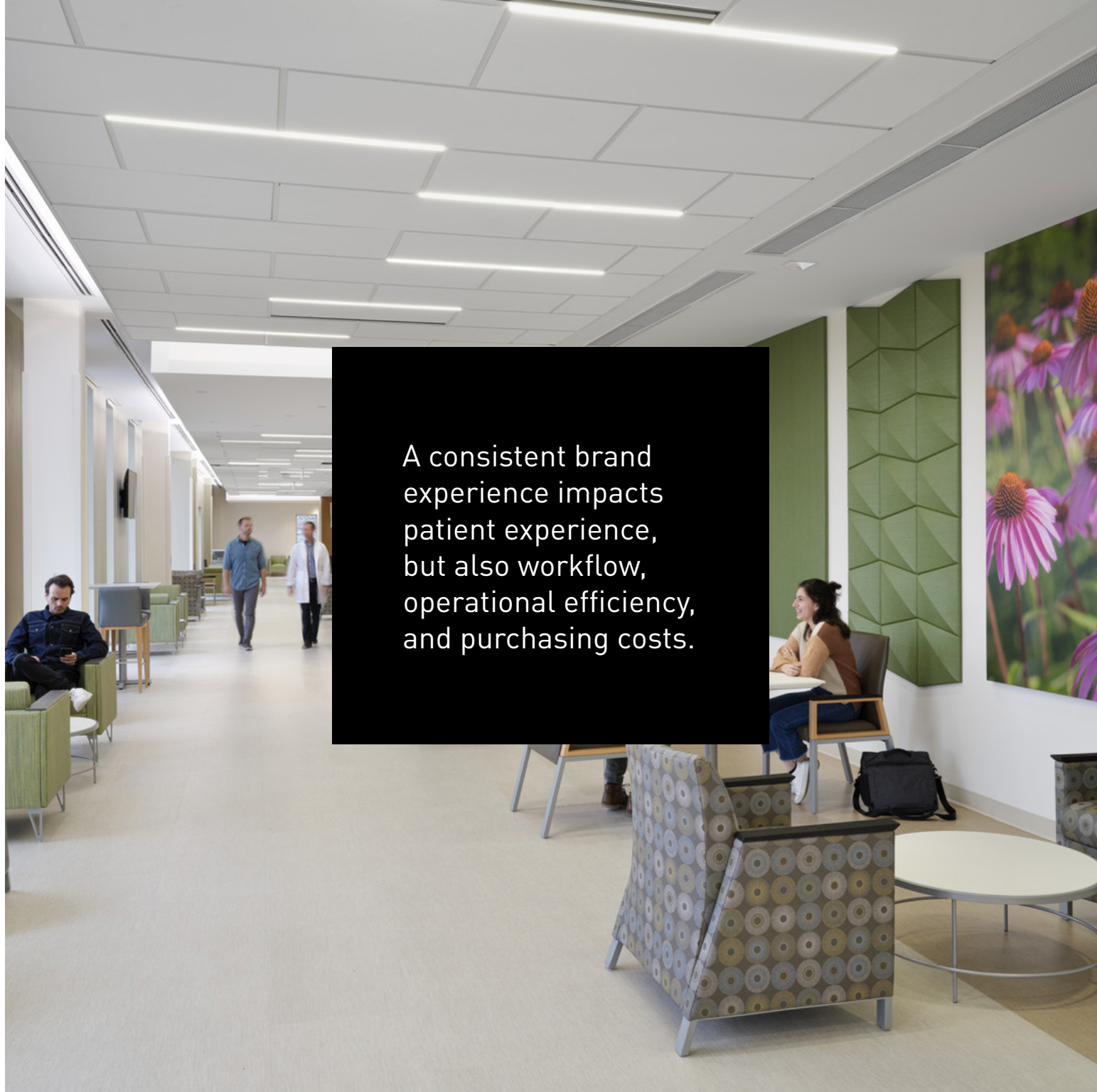


We understand the need to center the patient in a universe of care that may include interactions with multiple disciplines...

A CONSISTENT BRAND EXPERIENCE: STANDARDIZATION & SYSTEM-NESS

A brand is more than a logo. When it comes to crafting a consistent brand experience, design guidelines, finishes, and color palettes are parts of a comprehensive strategy that can differentiate health systems and create a familiar, intuitive, and easily navigable experience for patients across locations.

A consistent brand experience also increases operational efficiency by making it easier for staff to work in different buildings and purchasing costs come down as the quantity of similar materials are procured. As virtual health offerings continue to evolve, a seamless experience—across locations and digital platforms—is an essential element of a positive brand experience and a healthy bottom line.

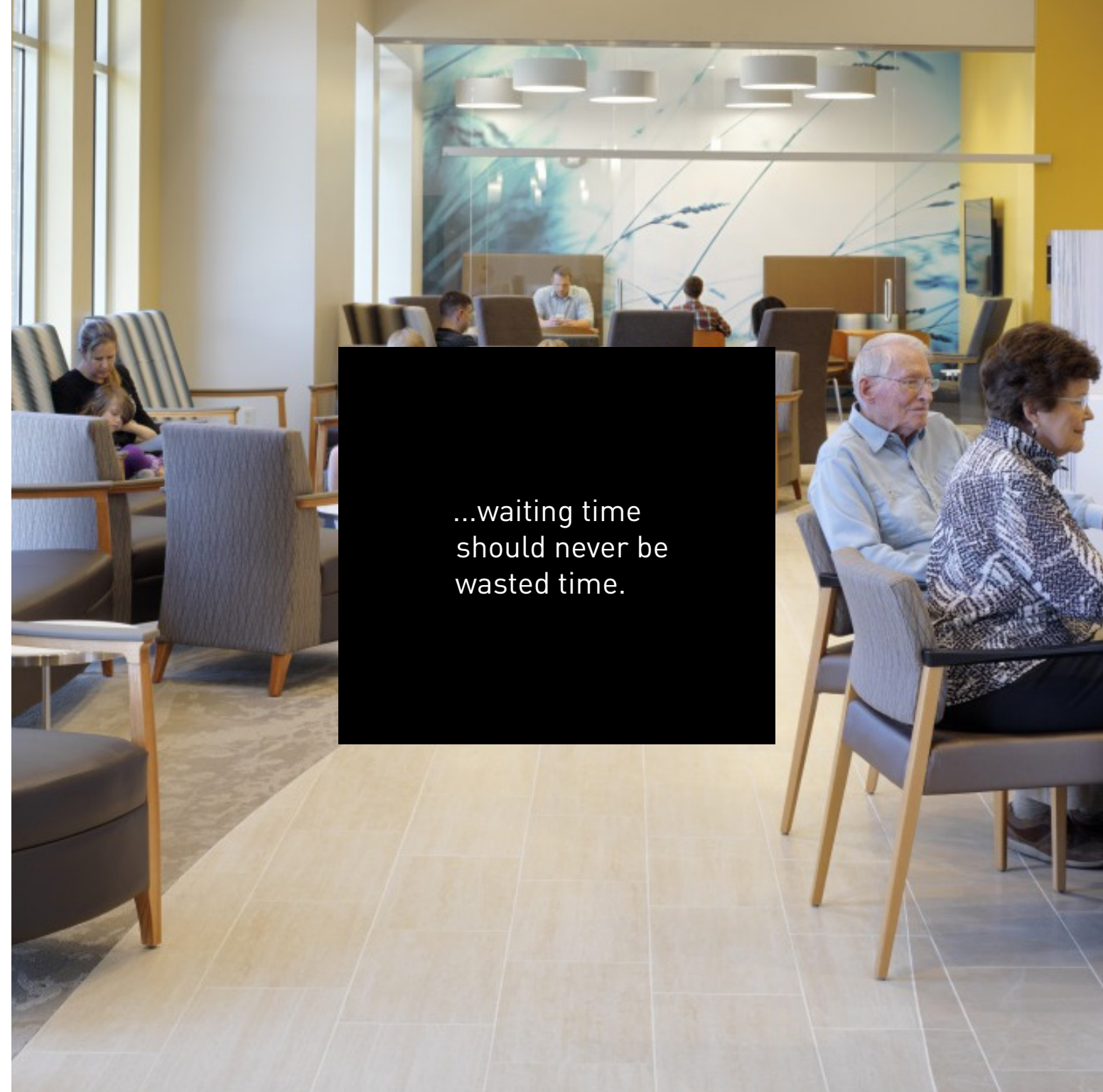
A photograph of a modern hospital waiting area. The room features a light-colored floor, a ceiling with recessed linear lighting, and green geometric wall panels. A woman is seated at a table on the right, and a man is seated on a green chair on the left. A black text box is overlaid on the right side of the image.

A consistent brand experience impacts patient experience, but also workflow, operational efficiency, and purchasing costs.

REGISTRATION & WAITING

At GBBN, we believe waiting time should never be wasted time. COVID-19 fast-tracked changes to registration and waiting in ambulatory centers. Patient expectations are changing as people become more comfortable with virtual encounters, but human interaction remains an essential part of patient experience and satisfaction. To make the most out of every square foot in outpatient clinics and surgery centers, it's more important than ever to leverage technology, but not at the expense of the kind of welcoming, reassuring, and calming human interactions.

Privacy; generational preferences; mobility issues; public health protocols; intuitive wayfinding; and the UX of online registration portals are all considerations when designing a safe, agile, and efficient patient registration experience.



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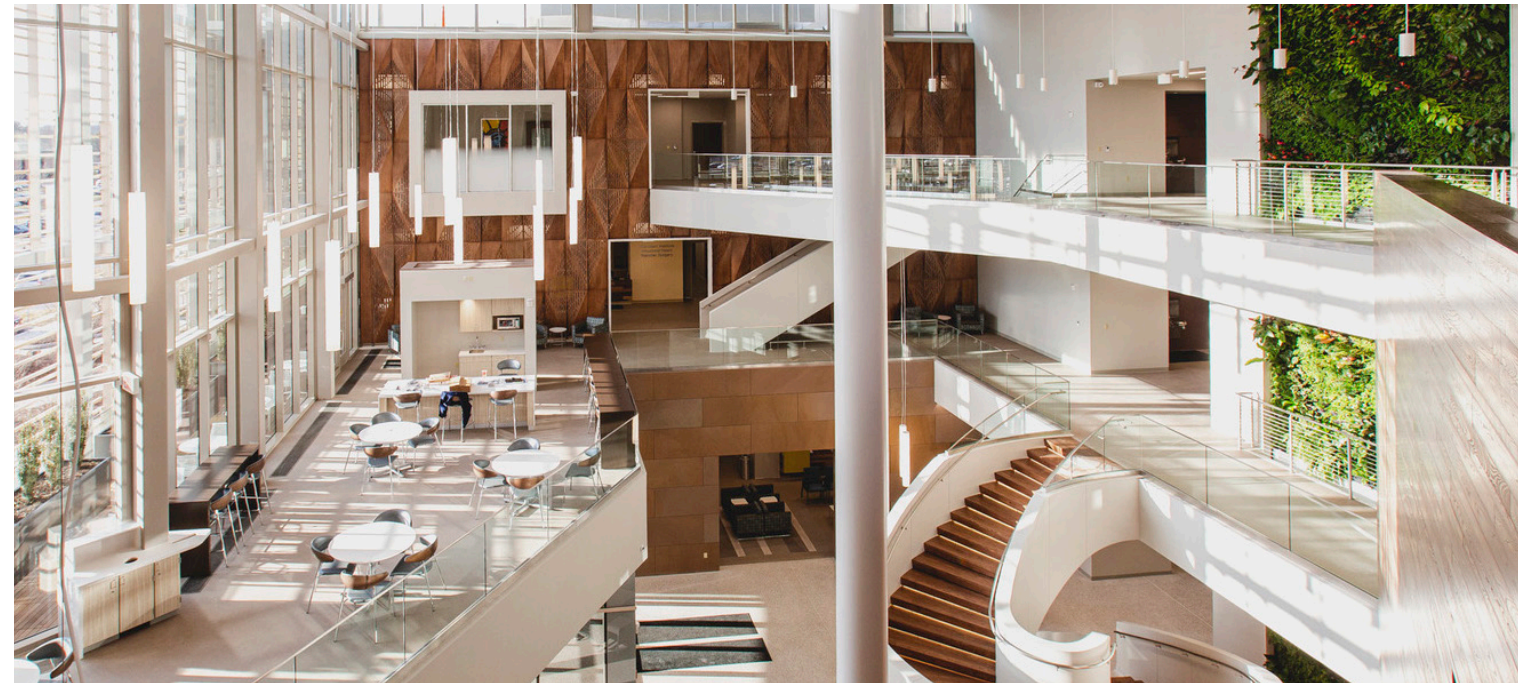
CASE STUDIES



TriHealth, Harold M. & Eugenia S.
**THOMAS COMPREHENSIVE
CARE CENTER**

The Thomas Center reimagines care by putting its patients at the center of a multi-disciplinary treatment and support universe. Its salutogenic (health-generating) design fosters empowerment and social choice, while providing opportunities for relaxation and reflection, and intuitive wayfinding.

The building fosters a connection to nature through material choices, ample views of surrounding landscape, and an interior wall of living foliage, while bringing together resources—dietary, genetic, financial, and other ancillary services—to support the whole person and empower patients to take control of their lives.



Multidisciplinary care is supported through standardized, flexible clinic modules that are centered around caregiver work areas and collaboration zones. The modules include private spaces for heads-down work along with collaborative spaces and touchdown spots for consulting team members, and conveniently located staff respite areas to support the wellbeing of the care team.

Infusion space features decentralized nurse stations and a choice of quiet zones featuring private bays overlooking a roof garden, or more social, open bays. Patients are free to move about if they feel well enough and socialize in one of several lounges. Radiation oncology enjoys a first floor location with access to natural light and views as well as spectacular lighting effects to provide positive distraction.



Its salutogenic design fosters
empowerment and social choice...



University of Louisville Physicians NOVAK CENTER

Patients at the Novak Center for Children's Health often visit several specialties—neurology, hematology, ophthalmology— in a day; consolidating services eases the burden on families who previously had to crisscross the campus.



Co-locating specialists makes it easy for doctors, nurses, medical residents, and other professionals to seamlessly collaborate within and across disciplines.



Co-locating specialists makes it easy for doctors, nurses, medical residents, and other professionals to seamlessly collaborate within and across disciplines. Designed for children without looking childish, the Novak Center takes cues from the region's indigenous plants and animals, and from kids themselves: The exterior's soft, colorful curves represent how a child might draw the building.



Large glass windows reveal people and activity inside the Novak Center's community spaces, making the building seem less mysterious and more welcoming to young patients.

Mercy Health DEERFIELD MEDICAL CENTER

Daylight streaming in throughout the building just feels good. That's true whether you're a patient checking in for an appointment, or a doctor dictating notes. By pulling exam rooms away from exterior walls, we've let windows do what they do best: flood the lobby, corridors, and workspace with natural light, unimpeded by window treatments. This move also allows patient circulation to be completely separated from staff work areas, resulting in better privacy and efficiency for both.

Block units of five clustered components—physician office, medical assistant office, and three exam rooms—fit together like Lego pieces to become active collaboration pods. Because the pods are all the same, everyone gets the same experience. It's modular, consistent, equitable, and repeatable throughout the Mercy Health system.



Window placement and landscaping work together to provide strategic views every step of the way from arrival to departure. Accents from Mercy Health's brand palette pop against the neutral tones of the space; wood accents highlight the entry and branching "trees" in the lobby are a whimsical interpretation of the natural world. The building site takes advantage of planned walking paths throughout the neighborhood's development zone.

It's modular, consistent, equitable, and repeatable throughout the Mercy Health system.

The Christ Health Network LIBERTY TOWNSHIP MEDICAL CENTER

An intuitive hospital environment helps patients and families feel at ease, whether they're arriving for a surgical follow-up or the birth of a new baby. The medical center's exterior canopies and three-story glass atrium create a recognizable and welcoming entryway visible to patients from the highway, local roads, and parking lot.



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The atrium's third floor is an open terrace offering respite for families and staff, while a ground floor garden courtyard provides an interior oasis fitted with unexpected tactile materials like wood and weathered steel, as well as a bubbling granite fountain.

Brick and stone facades convey The Christ Hospital's long tradition of care in the community, now in a modern building with plans for future expansion.



ENHANCE & EMPOWER