



Publication: *Healthcare Building Ideas*  
Publication Date: February/March 2008

## Save These 10 Design Tips - They Will Return the Favor

**Charlotte, N.C., April 7, 2008 -** The current issue of *Healthcare Building Ideas* (February/March) carries a feature written by Mark Furgeson, ACHA, AIA and Managing Principal of FreemanWhite, Inc. for its special section on architecture. Through years of healthcare planning and client collaboration, Mark has developed a sense of what characteristics and understanding are most necessary when approaching the planning process. He hopes the readers of *Healthcare Building Ideas* might garner some helpful tips from his experiences. The following is an excerpt from Mark's article titled "Ten design tips that will return the favor."

"As healthcare becomes an increasingly complex business, hospital planning requires a broader viewpoint. Additionally, speed to market and increased competition for high margin services have shortened the long term planning horizon from 30 to 10 years or less over the past decade. These issues place an extraordinary burden on our aging hospital facilities to be flexible and adaptive. The following recommendations may help in achieving efficient operational mode while creating beautiful cohesive facilities through the design process."

1. Think Flexibility
2. Don't undersell strategy to get to the fun part
3. Don't over-customize
4. Don't accept large waiting rooms to accommodate outdated processes and technology
5. Design Flexibility into your building plans
6. Don't forget that the science of medicine is only part of the healing
7. Nursing is the future
8. Don't overestimate how quickly decisions can be made
9. Don't forget your architect didn't have a prototype
10. Operate Flexibly

If there is one word that represents the overall theme of this article, it would be **FLEXIBILITY**. Think, design and operate with this overall design watchword in mind. As you do, you will find these design recommendations returning the favor of your attention today by saving you time and money in the future.