



Design and Construction Services

Providing a comprehensive suite of solutions
for imaging centers

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The challenge: build a luxurious patient-friendly, leading-edge imaging center while simultaneously keeping costs in check.



Tampa-based MedSpecialists had a vision: create a freestanding state-of-the-art imaging center with a calming, five-star hotel feel that could be used as a model for future patient-centric imaging centers. MedSpecialists is a division of the Morton Plant Mease Health Care Network (MPM) which consists of four hospitals and six outpatient imaging centers, performing a total of 650,000 imaging procedures a year.

A Comprehensive Solution

To tackle the project, MedSpecialists decided to use an outside vendor. "In our experience, outside vendors for construction projects are invested in keeping costs down and staying on schedule," says Dave Nelson, director for Outpatient Imaging for BayCare Health System, the parent company of MPM. MedSpecialists approached Siemens about providing design build services for the project, including feasibility analysis, design, construction, imaging equipment, and project financing.

In addition, Siemens provided interior design services including the purchase of everything needed to furnish the facility.

"We chose Siemens because we wanted to tie together the capital purchases with the construction of the imaging center," says Nelson. With Siemens, MedSpecialists received a complete solution. Siemens Design and Construction Services (DCS) specializes in medical facilities construction and helps clients get equipment into service quickly, smoothly, and cost effectively. And, Siemens Finance could help MedSpecialists manage the capital expense.

Full Project Management, Start to Finish

Siemens conducted a feasibility analysis on four possible construction sites, considering zoning requirements, parking, and building program needs. Once the analysis was complete, the decision was made to remodel an existing building. Siemens managed the project from start to finish, including hiring the architect, contractor, and interior design firm, as well as managing the implementation of the imaging equipment.

"We wanted to make the entire design and construction experience easier for the client, save them time and money, and allow them to open their doors to patients sooner," says Lynette Sroka, senior manager of Design and Construction for Siemens.

"The patient's comfort was thought of in every step of the construction process, from the waterfalls and the wet bar with snacks, to the private waiting spaces with luxurious robes and plasma screen televisions," says Nelson. "We actually have a setting that feels completely non-clinical. It is getting extremely positive feedback. We feel everybody who comes to our center is going to come back."

Improving the Referring Physician Experience

The positive feedback isn't just about the beautiful setting. It is due in part to a shift in service philosophy. "We're taking an entirely different approach with the referring physicians. Every single report is personally called by a radiologist and CDs or film are hand-delivered the same day of the procedure," says Nelson.

"We're taking a very hands-on, high-touch, high-tech approach. We're going to knock the socks off the competitor!" In addition, the new center is equipped with state-of-the-art imaging equipment from Siemens, including the Biograph™ 40 PET•CT and MAGNETOM Espree™.

No Initial Capital Expenditure

"Getting a state-of-the-art center like this up and running is capital intensive," says Sroka. "The entire project was financed through a lease agreement with Siemens Finance. The construction, furniture, and imaging equipment were all financed so the client had no financial obligations until they occupied the building."

"We felt that putting together the financing, capital assets, and construction all into one piece could keep our costs down," Nelson says. "Siemens Finance was very easy to work with. We got the results we wanted and we got the payments we wanted. The end result was incredibly positive."

Exceeding Customer Expectations

With its complete suite of solutions, Siemens met MedSpecialists' needs — not only exceeding customer, patient, and referring physician expectations but also providing the facility with a distinct competitive edge. By partnering with Siemens on design, construction, financing, and state-of-the-art imaging equipment, MedSpecialists' vision is now reality.

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Dave Nelson
Director for Outpatient
Imaging for BayCare
Health System



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