

## FOR IMMEDIATE RELEASE

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### OPTIMAL OUTCOMES' NEW DEVELOPMENT PROJECT IN BRANDON

*Optimal to develop new medical office building to serve medical providers in the growing Brandon community*

**Brandon, Florida, June 13th, 2014 —**

Optimal Outcomes will soon break ground in Brandon, FL for a new medical facility in one of Tampa Bay's most rapidly growing areas.

Optimal Outcomes acquired the property located at the corner of Oakfield Drive and S. Kings Avenue in late 2013. Optimal intends to demolish the existing

structure – formerly a 35,000 sq. ft. Lifestyles Fitness gym – and begin construction of a new 38,000 sq. ft., multi-story, Class-A medical office building.



Rental rates and lease terms for tenants have not been finalized but will be competitive as determined by the market. Interest has been expressed by a number of possible tenants and Optimal is currently in discussions with two groups who have the potential to each take 50% or more of the building's total square footage. More information and details will be forthcoming once terms are finalized with the prospective tenants.

The Brandon site affords excellent visibility and high volume traffic counts that are more typical for traditional retail locations – a growing trend with healthcare developments nationwide. The site is just two blocks from Brandon Regional Hospital and is therefore conducive to strong affiliations between tenants and the hospital. This proximity will also allow easy access for patients and physicians that may have the need to commute between the two locations. The proposed project will also offer extensive parking – in excess of 6:1,000 sq. ft. – thereby addressing one of the primary challenges related to suitable functional medical space. The corner exposure will also benefit those groups seeking to use

the location as a marketing tool for patient awareness and further develop a brand for their particular practice.

“The Brandon market has long been in need of additional and better inventory for healthcare users. Patients and providers are demanding more convenient, functional, accessible and modern space. As the healthcare industry places increased emphasis on expanding outpatient services, this demand will only intensify. To us, the Brandon location made perfect sense,” says Patrick Marston, founder of Optimal Outcomes.

Like all Optimal projects, this building will offer the latest in energy efficient design supplemented by a fully automated building control system to maximize the operational performance of the building as well as the comfort and safety of tenants and their patients. These systems will also minimize the operational costs for the tenants. Optimal is acutely cognizant that controlling costs is paramount to those within the healthcare industry and play a major role in facility decisions.

Optimal Outcomes acts as a single point of responsibility and accountability for all aspects of healthcare development activities beginning with site selection and continuing with design, financing, construction and property management. By assuming all operational and financial risk, its healthcare clients are free to focus on what they do best – provide the highest quality care while also adhering to their bottom line. “We encourage providers to let us take the responsibilities and risks associated with the development. We have a successful 20-year track record in the business so our history speaks to our experience and capability. We often make the analogy to our healthcare friends that when we are sick we do not self-diagnose. Instead, we go to a quality hospital or see a well-trained physician. We are hopeful they employ the same judgment and consult an expert when considering facility, real estate or development issues. We hope that expert is us” says Andrew Boggini, principal at Optimal.

There is consensus within the healthcare industry that there will be increased emphasis on outpatient care and delivery of services in ambulatory settings. Economic pressures, regulatory reform and patient demand are calling for higher quality care, greater convenience, improved efficiency and better cost controls. Optimal believes that developments such as the one proposed at Brandon are key components to these endeavors.

### **About Optimal**

Optimal Outcomes is a healthcare specific real estate development firm with headquarters in St. Petersburg, Florida. Offering more than 40 years of experience, the principals of Optimal Outcomes have effectively identified and implemented ambulatory healthcare facility solutions entailing more than one million square feet. Capitalizing on proven experience and expertise, Optimal Outcomes provides an integrated source for successful development of healthcare destinations. Optimal is a strategic partner who identifies facility needs with health systems to develop community and campus-based solutions that improve operational efficiencies and patient satisfaction while maximizing quality of care. Optimal projects are progressive and designed to endure. Optimal currently owns and manages over 500,000 square feet of medical real estate in Florida.

## **Fact Sheet – Brandon Medical Pavilion**

Location: 623 Oakfield Dr. at S. Kings Ave, Brandon, FL 33511

Size: Multi-story, 38,000 gross square feet

Construction Start: Mid 2014

Planned Occupancy: Early to Mid 2015

Client: To Be Announced

Developer: Optimal Outcomes, St. Petersburg, FL

Owner: The project is being financed and will be owned by Optimal Outcomes

Architect: Jim Graham Designs

Construction Manager: Precise Construction, Tampa, FL

Property Manager: Optimal Asset Management, St. Petersburg, FL

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