

# FROM THE GROUND UP

NOVEMBER 23, 2007



## OPTIMAL OUTCOMES, LLC



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# Converged Care Comes To St. Petersburg

Optimal Outcomes, in conjunction with Bayfront Health System, is pleased to introduce the new Bayfront Heart Center and Medical Office Building. In addition to accommodating the expanded Bayfront Heart Center, the new building will also afford select physicians unparalleled "Class-A" medical office space for lease or purchase.



## Location, Location, (and most important) Location

Situated on the corner of 6th Street South and 6th Avenue South, the location is perfect for any medical provider desirous of being part of this expanding downtown St. Petersburg medical community. With an unprecedented proximity to both Bayfront Medical Center and the new All Children's Hospital, the Bayfront Heart Center and Medical Office Building offers exceptional convenience for patients, staff and physicians.

(left) The view east towards downtown St. Petersburg.



## Get Connected

The Bayfront Heart Center and Medical Office Building will be connected to both Bayfront Medical Center and the new All Children's

Hospital by climate-controlled skywalks. The skywalks, which will be reserved for physician and staff use, will significantly reduce the time required for physicians to circulate between the hospital and their office.

## Plentiful Parking

The Bayfront Heart Center and Medical Office Building will enjoy parking privileges in an attached eight-story parking structure that features 645 parking spaces. Ample staff and patient parking will be provided.



**"Optimal Outcomes was a pleasure to work with. They knew what my particular needs were and did their best to accommodate me--and succeeded. Even though I know they have many other clients I always felt like I was a high priority customer. If I am approached by a colleague who is looking for office space I would have no hesitation directing that person to Optimal Outcomes."**

*Dr. Kimberly O. Biss, MD, FACOG, OBGYN*  
[www.drkimbiss.com](http://www.drkimbiss.com)

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Congratulations to Optimal Outcomes on the completion of the Bayfront Heart Center and Medical Office Building!

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Design flexibility allows for a variety of interior configurations and customization options. (top left) Empty, with ductwork in place. (bottom left) Reception area. (middle) Intake room; Bayflight in flight in the distance. (top right) Patient waiting room. (bottom right) Sonogram/exam room.

## Custom Designed Physician Suites

Physician suites will be custom designed by premier healthcare architects so that each suite efficiently meets the specific needs of the particular practice. Tenant finishes can also be customized with available upgrades.

## Opportunity for Purchase or Lease

Occupancy opportunities in the Bayfront Heart Center and Medical Office Building are available either through (i) a standard lease structure, or (ii) a condominium purchase. A condominium purchase will allow the benefits typically associated with real estate ownership. The leasing alternative is suitable for those who may be looking for increased flexibility.

**“Children’s Orthopaedics and Scoliosis Surgery Associates is looking forward to moving into a newly designed and built space developed by Optimal Outcomes. Optimal Outcomes was excellent to work with. We are looking forward to having enough space in our new office and providing efficient care.”**

*Debra L. Mitchell, RN, BSN, MBA  
Administrator, Children’s Orthopaedic  
and Scoliosis Surgery Associates, LLP  
www.cossa.com*

## Project Highlights

**Building Size:** 109,000 square feet on four floors

**Location:** Adjacent to Bayfront Medical Center and the new All Children’s Hospital.

**Convenience:** Attached to both hospitals by climate-controlled skywalks.

**Parking:** 645 spaces in attached parking garage.

**Efficiency:** Custom tenant suites designed by premier healthcare architectural firm

**Quality:** Class-A construction by experienced healthcare developer and contractor

**Physician Ownership:** Opportunity for physician’s to purchase individual condominium units.



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# Optimal Outcomes, LLC.

When several months of negotiations with a national medical real estate developer failed to produce results, representatives of Bayfront Medical Center in St. Petersburg turned to Optimal Outcomes, LLC to actualize plans for a medical office building adjacent to its Hospital. Based in Saint Petersburg, Florida, Optimal was pleased to assist its neighbor with the project to complete the last phase of Bayfront's most recent expansion plan.

With multiple references from local physicians who had worked with Optimal on other ambulatory healthcare facilities, Optimal Outcomes proved to be a good choice. Utilizing more than 30 years experience effectively identifying and implementing ambulatory healthcare facility solutions for physicians, hospitals and health provider networks across the US, Managing Partners Patrick Marston and Andrew Boggini went right to work and completed the project in less than twelve months.

"We were pleased to be invited to the table. Bayfront and its Executive Team were results-oriented and a pleasure to work with," stated Marston. "They recognized our capabilities and past success in the area and empowered us to get the building out of the ground and operational."

Optimal Outcomes, LLC capitalizes on a broad variety of functional specialties that offers clients an integrated one-stop shop for successful healthcare developments. These capabilities include, but are not limited to, feasibility assessments, site selection and acquisition, facility design, project management, construction oversight



September 2006 Site work well underway.

and financing.

The underlying premise of Optimal's business strategy, according to Marston, is that healthcare facilities are far more than "bricks and mortar". Instead, a healthcare facility should be a tool that enhances the underlying practice of medicine. "Anyone can build a building. Very few can build a building that is highly specialized, appropriately designed and value-enhancing to the occupants."

"Exclusive of extenuating circumstances, if a new healthcare facility cannot add value to the core businesses of its occupants then don't build it," says Andrew Boggini. Invariably rent (or the implicit carrying cost) of new space will be greater than old space. The challenge therefore comes from educating clients on how to assess the economic realities and implications of a new facility.



October 2006 Steel erection commences.

**We chose Optimal because they offered the unique combination of expertise in the development of high quality medical office buildings coupled with an intimate knowledge of the medical community in our area. We felt that this would result in the creation of a building which would be perceived by local physicians as meeting their economic and patient care needs.**

**We have found Optimal to be an excellent partner, both during the construction as well as in the building management aspects of the process to date. We are very pleased with our choice and expect the relationship to be long and mutually beneficial.**

*Eric Feder  
COO, Bayfront Health System*



December 2006 Parking deck is erected and almost complete.

**"I am elated to be in the new building. The Optimal team worked diligently to understand the needs of my practice and the result speaks for itself. Patients and staff are pleased with the new space and, most importantly, the way it functions. The end product is quality that helps to improve patient care and operational efficiency. Optimal Outcomes really added value."**

*Trina E. Espinola, MD, FACS*

According to Marston, "every new facility should demonstrably contribute to bottom line performance." Such bottom line contribution is not always self-evident on the construction cost pro-forma. But when you start considering the other implications the economic value will present itself. You need to know what to consider (improved operational efficiency, improved facility efficiency resulting in lower operating expenses, greater patient convenience, improved physician convenience resulting in more encounters per day with same effort, increased staff convenience and morale resulting in less turnover, access to increased or different patient census, better access to Hospitals or ancillary





August 2007 Nearing completion with connector to Bayfront enclosed.



KATHLEEN CABBLE



The elevated walkway over Fourth Street under construction (far left) and completed (near left).

services etc.). Each of these items entails an economic impact that will either make the facility development worthwhile or not.

In addition to its focus on understanding the business of its clients within the healthcare industry, Optimal Outcomes, LLC has been a pioneer in what is certain to emerge as a primary design criterion for healthcare facilities – “evidence-based design”. The architectural community is beginning to formalize the process outlined

above. In summation, function should dictate form in healthcare design and construction. Further, the “function” should be based on measurable and clearly identifiable data points (i.e. length of appointment/encounter based on design layout, patient satisfaction, referrals). The design industry is beginning to supplement the economic considerations used by Optimal with patient considerations such as lighting and color schemes that have been proven to assist wellness and the

healing process. Optimal supports this effort entirely and uses only architects with a healthcare-focus. As the process evolves, so too will Optimal Outcomes, LLC and the way they approach the healthcare industry.

Marston and Boggini are steadfast in the philosophy that the status quo is always passé. “If we don’t challenge ourselves to create better design criteria and methods of construction we will miss opportunities”, says Boggini. “We

have to be flexible to meet the current and future needs of the industry.”

Being a privately-held company, Optimal Outcomes is empowered to be creative and flexible in its developments from the way they are designed to the way they are constructed and financed. “Apart from ensuring prudent business decisions, we have no constraints.”

To request further information or learn more about Optimal Outcomes, LLC please call (727) 895 8902.





# The best just got better at Bayfront Medical Center

If you haven't seen Bayfront Medical Center lately, you should. The hospital campus looks and feels vastly different due to major developments. At the center of all this change, you'll find our patients. Every construction project and technological advancement is an opportunity to enhance the experience of our patients, their families and guests.

Most recently evidenced is the opening of the expanded Bayfront Heart Center in the new medical complex, Bayboro 625 Sixth. The second floor, with 35,000 square feet, is dedicated solely to refined cardiac care. The cutting-edge heart center features four cardiovascular catheterization labs; 18 private patient

doors, patients experience a user-friendly lobby and admitting area. Along with the exterior renovations, Bayfront features 12 state-of-the-art surgical suites specially designed for general, open heart, orthopedic, neurological and urology surgeries. This investment, totaling more than \$32 million, in surgical capabilities surpasses 21st century technology.

Moving forward to 2009, Bayfront Baby Place will relocate to the new All Children's Hospital. Bayfront will lease the third floor of the children's hospital to house our comprehensive obstetrics program staffed by Bayfront physicians and nurses. This unique set-up will enable mothers to be close to their babies, no matter



Bayfront Heart Center's new catheterization laboratory features state-of-the-art equipment and technology.



Artist's rendering of the dedicated entrance of Bayfront Baby Place at All Children's Hospital, set to open in 2009.

rooms; and suites for ECHO, EKG and transesophageal echocardiography.

A walkway connects Bayfront Heart Center to the main hospital building where patients will benefit from surgical suites dedicated solely to open-heart procedures.

The Heart Center comes on the heels of other advancements and remodels made recently around the organization from the redesign of our emergency department to the addition of a high-tech computer system capable of delivering test results anywhere anytime.

Looking to the hospital's east entrance, you'll see a new streetscape - modern and sleek. Just inside the

the infant's condition. Bayfront's new birthing suites are designed to make families feel at home, complete with private dining and living rooms.

Having the most advanced medical campus in the area is only the beginning. Expert physicians and skilled nurses help ensure Bayfront as the best healthcare provider for more than 100 years. With Bayfront's longstanding commitment we will continue to respond to our community's needs now and into the future.

For more information, visit the health system's website at [www.bayfront.org](http://www.bayfront.org).

Congratulations  
Optimal Outcomes  
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project. CGA is  
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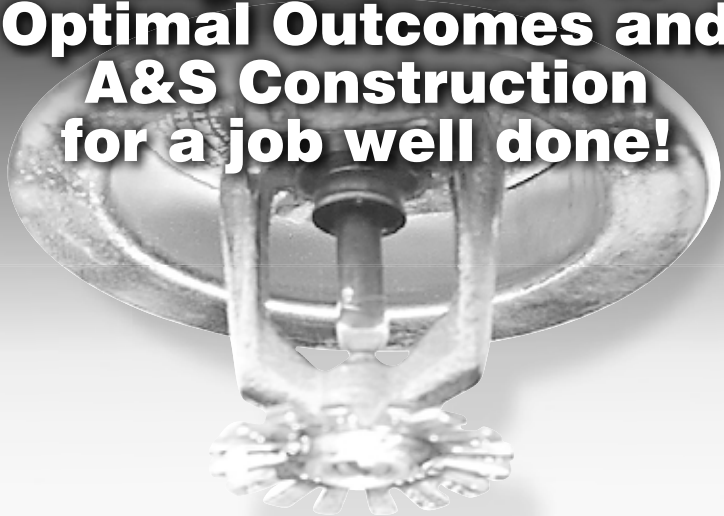
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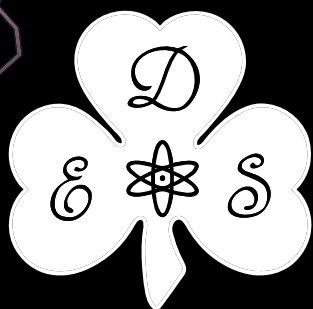
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project such a success!



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Premier, the hospital industry's most comprehensive comparative database, recently awarded Bayfront's open-heart program with its 2007 Award for Quality. Only five other hospitals in the country can make that claim. This is the latest in an impressive list of accolades for our Heart Center, including a nod as a Care Science Select Practice National Quality Leader and accreditation from the National Society of Chest Pain Centers. The Bayfront Heart Center is South Pinellas County's most comprehensive cardiac care program - offering unparalleled expertise and experience in more cardiac specialties than any other local hospital.

**Bayfront Heart Center: 35,000 square feet of new treatment space, more than 200 dedicated team members, 43 expert physicians and 13 clinical programs all come together to mean ONE thing: the best care for you.**

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