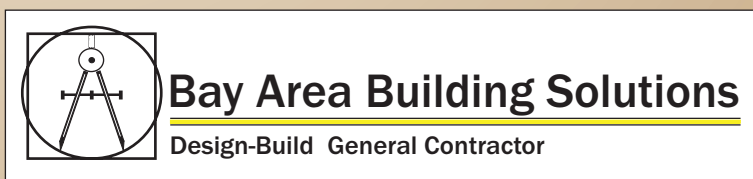


FROM THE GROUND UP

Optimal Outcomes / Bay Area Building Solutions





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Optimal Outcomes is a leading medical office developer in Florida.



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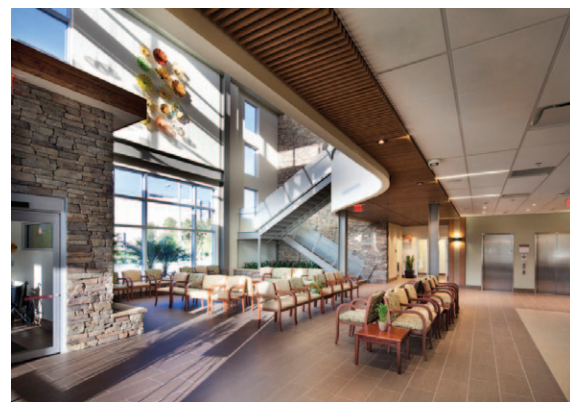
When the principals of medical facility developers, Optimal Outcomes, were seeking a financial partner to develop their latest project for Florida Cancer Specialists, the C1 Bank Emerald Banking team provided the construction financing they needed.

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21 locations across Tampa Bay



For more than a decade, Optimal Outcomes has partnered with healthcare systems and physician groups to develop some of Tampa Bay's premier healthcare facilities.

The latest, opened this month adjacent to iconic One Buc Place, is the most recent in a series of centers designed to advance the diagnosis and treatment goals for Florida Cancer Specialists and Research Institute (FCS), Optimal's client and partner on this facility. "Our approach to design has evolved through a comprehensive cancer care approach, where a majority of services are delivered under one roof. We understand that no person wants to be in a cancer treatment center, but when necessary, we want our facilities to be the facilities of choice," explains Andy Boggini, Principal of Optimal Outcomes. The 36,000 square foot, \$10 million project located at 3402 Martin Luther King Boulevard in Tampa integrates medical oncology, radiology services including PET CT Scan, radiation oncology, molecular diagnostic services, hematological pathology and clinical research. This facility combines three previously separate oncology offices and integrates all these services under one roof in a cornerstone facility for our partner, FCS. "With every facility, we leverage insights from practitioners and partners, weighing experience, industry practice and empirical evidence in the elements that are inclusive to our design," Boggini stated. This site offered the ability to design for abundant natural light which floods the building at all times of the year. Natural light, open spaces, materials, fabrics, colors and textures are all selected with the intent to create a soothing and comfortable environment. Like previous facilities of this type developed by Optimal Outcomes, its designers utilized the same evidence-based design approach with a result that serves both patients and practitioners well.

In addition to managing all phases of development, including site selection, permitting, design, and construction of the project, Optimal Outcomes participates in ownership with the physician partners. "Everything we do is highly customized to the unique needs of our particular tenants. We spend considerable time understanding their business and operational concerns - staff, physician and patient - so that the resultant facility represents the best possible solution. Open communication and a spirit of partnership are critical in what we do" according to Patrick Marston, Founder and Principal of Optimal Outcomes. "Our approach to healthcare real estate is that it is far more than bricks and mortar. We view real estate as a tool for enhancing the underlying business and enabling the highest quality medical services possible," Marston says. "A successful project is determined by quality, convenience, efficiency, aesthetics and, ultimately, the impact on the bottom line." A former investment banker with Schroeder's in New York and Bank of Boston in London, Marston was a partner in a venture capital firm before founding Optimal Outcomes in 2000. Joined shortly thereafter by principal partner Boggini, the two have built a formidable development company through a focus on healthcare projects that improve the delivery of care. The economic times and the era of change in healthcare demand that facilities create efficiencies through integrated services and sustainable, flexible design. 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 in-

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Concept to Completion

10.12.2011
Mobilization, site preparation,
and foundations



01.13.2012
Standing of tilt panels and
beginning of structural steel



03.12.2012
Roof system completion and
installation of windows



06.12.2012
Installation of sunshades and
other exterior finishes



09.12.2012
Completion of paving and
building systems start up and
certification



11.11.2011
Slab on grade and forming
of tilt panel walls



02.21.2012
Setting of mechanical equipment



04.11.2012
Interior build out and installation
of StormTec drainage system



07.13.2012
Site preparation for paving



dusty. Florida Cancer Specialists shared this vision and this mindset made the project rewarding and fun.”

“Working with Optimal gave us the best of both worlds”, comments Brad Precht, CEO of FCS explaining why the partnership works. “Our business is diagnosis and treatment of cancer and the patient is our primary concern. We are very good at the day in and day out providing care to cancer patients. Optimal Outcomes took the burden off FCS employees and executive staff by designing, planning and executing a facility that meets our business objectives and ultimately allows us to stay ahead of the curve. I’ve been in healthcare over 20 years and during my career I have seen close to 60 cancer centers. Bar none, I think this is the most state of the art, best facility I have seen.”

This center brings to the Tampa community the synergy of the most advanced and personalized cancer diagnosis and treatment together with a beautiful facility designed to offer our patients the highest level of comfort in an aesthetically pleasing and emotionally healing environment,” stated Dr. Julio Lautersztain, FCS executive board member. This facility will provide patients with a nurturing and non-institutional surrounding in which they can feel secure and supported through one-on-one interactions with their doctors, familiar nurses, technicians and staff.”

Around Pinellas and Hillsborough counties the influence of Optimal Outcomes has become significant, touching most every type of outpatient medical service and physician practice. Some buildings, developed on hospital campus, like those at St. Anthony’s Hospital, Bayfront Medical Center and Northside Hospital integrate with hospital departments and physician groups. The firm believes community based facilities integrating care to incorporate efficiencies for business while increasing convenience and satisfaction for patients is the future focus. Oncology has become one area of

expertise, and Optimal Outcomes has assembled a dynamic team of architects, engineers, contractors and consultants dedicated to building quality healthcare facilities while also seeking to improve operational efficiencies and limiting overhead costs. “What truly makes the difference is how Optimal approaches the project,” states architect James Spencer. “The healthcare real estate focus matched with the objective to own facilities long term leads to design and construct methods that result in quality and sustainable facilities”.

Optimal Outcomes has developed over a million square feet and currently owns/manages 600,000 square feet of medical space together with its physician-tenant partners. “While all our projects are special, this one is truly unique,” said Marston. “FCS deserves a tremendous amount of credit for encouraging us to raise the bar in terms of cancer treatment facility development. As a clinically integrated facility designed first and foremost around patients, we believe this is an evolution in terms of health delivery systems for cancer treatment.” Optimal’s previous comprehensive cancer center developments are in Largo on Highland Avenue at East Bay and adjacent to Mease Countryside Hospital on McMullen Booth Road in Clearwater.

Senior Vice President for C1 Bank, Denise McCannless, stated this is not the first project she has underwritten for Optimal Outcomes. “Healthcare is an area where C1 Bank, as an organization, wants to expand our presence and we could not be more pleased or more comfortable in our relationship with Optimal Outcomes. As is common for this team, the project flowed as expected, and completed on time and on budget”.

Optimal Outcomes is a national developer of healthcare facilities located in St. Petersburg, Florida. To request further information or learn more about Optimal Outcomes, LLC please call (727) 895 8902 or review our website at www.optimal-outcomes.com.

Bay Area Building Solutions continues to expand their specialty health care portfolio

In teaming up with Optimal Outcomes for the development and construction of their latest offering, Bay Area Building Solutions was proud to once again to be a part of their vision for continued excellence in healthcare facilities. This is Bay Area Building Solutions fourth healthcare project with the Optimal Outcomes team. Each project has had its own challenges and hurdles, and each project has benefitted from the experience that the collective group has brought to the table. Teamwork between the owner’s group and construction members was the mantra throughout the process. Each member worked in concert to deliver the highest value product available.

Specialty healthcare construction can present different challenges than the ordinary construction project. From the 1:00 am, 800 cubic yard monolithic concrete pour of the Linear Accelerator vault walls, the lead lined PET/CT Scanner area, the Stormtech underground storm water retention vaults, to the ISO 8 clean room installation, the quality of the finished product and advanced systems were held paramount throughout each phase of construction. Not everyone that walks into a facility like Florida Cancer Specialists will be aware of the complexity of the systems in place, but our mission is to help provide a facility that performs seamlessly and flawlessly for patients and practitioners alike.

This project had its own unique features that required non-traditional approaches to execute. There were requirements that the shell building be a tilt-up concrete structure, but exterior aesthetics were a concern to the ownership group. It was important that the building did not appear to be just another painted box. With that in mind, Bay Area Building Solutions worked closely with the architect, Mr. James Spencer of Curtis Group Architects, to add a lot of exterior features to make sure that the building had definite character. This meant adding a perimeter stone banding, unique window shading, high quality drive through canopies and some cantilevered features around the building. One other unique design characteristic is the entry lobby. This area is open to both floors and the design team wanted the structural components exposed with a finished look to them. This was done by blending the structural steel columns, exposed concrete walls and exterior curtain wall system together to create a unique “first feel” appeal to the patient as they walk through the main doors.

From hospital renovations, surgery centers, medical office suites to free standing specialty care clinics; Bay Area Building Solutions has the personnel and the experience to deliver the highest quality facility with the most stringent medical demands. Whether the project is an AHCA governed situation or not, you can count on our team to deliver every step of the way.

Bay Area Building Solutions is a design / build general contractor located in Clearwater, Florida. To request further information or learn more about Bay Area Building Solutions, please call (727) 528-8301 or view our website at www.bayareabuildingsolutions.com.

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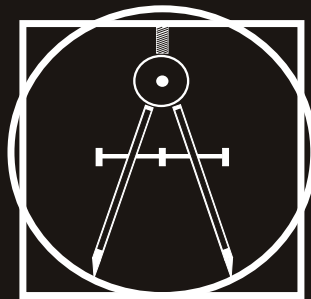


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