

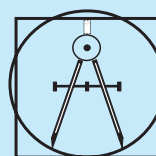
# FROM THE GROUND UP

## Trilogy Medical Center



**TAMPA BAY**  
**Business**  
**Journal**

 **OPTIMAL  
OUTCOMES**  
Building Solutions For Healthcare Providers



**Bay Area Building Solutions**  
Design-Build General Contractor



# Optimal Outcomes: Doing it Again.

Despite an extended effort by another developer to bring the project to fruition, it was ultimately the principals of Optimal Outcomes who stepped in to salvage the project. After years of work by multiple entities striving to overcome a wide array of issues, including a re-zoning, an annexation, and various neighborhood concerns, the dust has finally settled. The project on McMullen Booth is under way with completion of the building shell anticipated in early August and tenant occupancy as early as December of this year.

The project is a new two-story, 45,000-square-foot medical office building located at 3820 McMullen Booth Drive in Clearwater, Florida. The project is located immediately north of the Freedom Inn assisted living facility and across the street from Mease Countryside Hospital. The Class A building will offer an open two-story lobby atrium, a monumental glass staircase, impact-resistance hurricane windows, state-of-the-art energy and building security management system, and interior finishes that will set the standard for the area.

The new project will be home to Gulfcoast Oncology Associates, Florida Spine Institute, and the Safety Harbor Surgery Center — a new entity founded by several area physicians. Individual physicians Dr. Dana Deupree and Dr. Umesh Choudhry also will be taking space in the building. The building is 100% leased and should be fully occupied and open for business early in 2011. Most tenants also hold an equity position in the project, making them not only tenants but partners as well — a structural accommodation that Optimal encourages to add long-term stability to such projects.

This is not the first time that Gulfcoast Oncology Associates has partnered with Optimal Outcomes. In 2009, Optimal completed a full-service cancer center in Largo for Gulfcoast. Dr. Jeffrey Paonessa, M.D., envisioned the center, and Optimal turned it into reality.

“We were exceptionally pleased with the Optimal team, which is why we chose to partner with them again. Patrick, Andy and their entire staff are candid and straightforward. They allow us to focus on what we do while they handle the development in a diligent, professional and responsible manner. We could not be more pleased with our facility in Largo, and we are sure our new facility on McMullen will be equally impressive and enable Gulfcoast to better serve the



community,” says Jeffrey Paonessa, M.D., President of Gulfcoast Oncology.

“We are pleased with the project, and our physician partners have been instrumental in making this thing happen despite some complex issues and considerations,” says Patrick Marston, Managing Partner of Optimal Outcomes, LLC. “We were fortunate to have received a call from one of the partners of the previous ownership entity who indicated the development firm at the time was not going to be able to consummate the transaction. Higher occupancy requirements and more

**“We were exceptionally pleased with the Optimal team which is why we chose to partner with them again.”**  
- Jeffrey Paonessa, MD, President of Gulfcoast Oncology

conservative financing underwriting have created a more challenging environment for all firms, and it was apparently insurmountable for the predecessor firm,” Marston says.

“While we were able to step in, the project still had unique challenges. The project was subject to a well-defined Development Agreement that was the result of a negotiated settlement between the Seller, the City of Clearwater and three separate neighborhood organizations.

The Development was the result of years of work by many and was critical for the project to proceed. If the project did not commence by the date stated in the Development Agreement, the Agreement would be void and be subject to entirely new permitting and entitlement. Since it took years the first time around, restarting the process was not something we could allow,” Marston recounted. “Fortunately we were able to fast-track the project with Bay Area Building Solutions and we were able to use our physician contacts to bring additional doctors into the project. Florida Bank, was also exceptionally accommodating and timely in getting our financing approved.”

Florida Bank provided financing for the McMullen Booth project. Denise McCanless, Senior Vice President of Florida

Bank, stated that this is not the first project that Florida Bank has underwritten for Marston and Boggini.

“We know Patrick and Andy and have seen what they have done in the past. Obviously, healthcare is an area where Florida Bank, as an organization, wants to have a presence. We could not be more pleased or more comfortable with our relationship with Optimal. The project on McMullen Booth is going as expected — on time and on budget,” McCanless stated.

Based in downtown St. Petersburg, Optimal Outcomes is a development firm specializing in collaborative and customized approaches to development of ambulatory medical facilities. The firm’s portfolio of past projects includes medical office buildings, group practice facilities, diagnostic imaging centers, ambulatory surgical centers, birthing centers, sleep centers, laboratories, rehabilitation centers and research centers. The company offers a broad range of medical real estate development services, including feasibility analysis, financing solutions, integrated project design, construction and ownership. Optimal currently owns and controls approximately 500,000 square feet of medical-based real estate in Pinellas County.

“We’re different from traditional developers who pursue a build and sell strategy,” Marston explains. “We like to maintain an ownership position and feel that it changes our approach to projects in terms of quality and cost control. We also encourage physician participation and believe this creates a more viable long-term investment vehicle.”

Marston’s partner, Andrew Boggini, points out that Optimal Outcomes understands that there is no “one-size-fits-all” in medical office space development. “Our approach to healthcare real estate is that it ought to be viewed as a tool for enhancing the underlying business of medicine,” Boggini says. “We focus on our clients, talking to them about how their business works and ways a new facility can improve operational efficiencies.

Without improved efficiencies the building is not truly maximizing value.”

Marston and Boggini have more than 30 years of experience in financing and real estate development between them and a long list of completed projects. Marston and Boggini attended college together in Boston so the partnership is well founded and stable. They have compiled a top-notch team of healthcare designers, planners and contractors dedicated to building quality facilities while also improving operational efficiency and limiting overhead costs.

Over the past 15 years Marston has arranged, structured and placed more than \$500 million in financing related to real estate and/or healthcare projects. A former investment banker with Schroeder's in New York and Bank of Boston in

ed projects is the 116,000-square-foot medical office building on the campus of Bayfront Medical Center in downtown St. Petersburg at 625 6th Avenue South and the 24,000-square-foot Gulf-coast Oncology cancer treatment center located in Largo at 100 Highland Avenue. Optimal Outcomes is currently developing other projects in Osceola and Pinellas counties and is in pre-development stages on projects in Hillsborough County.

Despite the tough economic times, healthcare seems to continue to expand. Although fewer in number, the projects continue to present themselves and Optimal is enjoying increasing growth attributable to reputation alone. The firm has a zero-dollar marketing budget, and every project to date has come from word of mouth referrals.

**“Ultimately, our mission is simple. Perform like we say we will and our reputation will shine.”**

**- Patrick Marston, Managing Partner of Optimal Outcomes, LLC.**

London, Marston was partner in a venture capital firm before founding Optimal Outcomes in 2000. Boggini also has an extensive real estate background, having founded and managed his own real estate advisory and valuation firm prior to formally joining Marston.

Although the firm has developed medical facility projects in other states, Marston says he and Boggini have chosen to focus recent efforts on developments in Western and Central Florida — close to home and where their involvement and oversight can be direct and immediate.

Among Optimal's recently complet-

“Ultimately, our mission is simple. Perform like we say we will and our reputation will shine. Our reputation is the most valuable asset we have. It determines our future so we go to great lengths to protect it. If we do the right things and treat our clients well, the rest works out,” summarizes Marston.

For more information contact:  
Optimal Outcomes, LLC  
240 1st Avenue South - Fourth Floor  
St. Petersburg, FL 33701  
Telephone: 727-895-8902  
Fax: 727-895-8302  
[www.optimal-outcomes.com](http://www.optimal-outcomes.com)

**ReSource**  
Flooring & Maintenance *Serving all your commercial flooring needs.*

p 813.286.7774  
f 813.281.0865  
[ezabel@resourcefl.com](mailto:ezabel@resourcefl.com)

*Congratulations!*

**The Tampa Bay Business Journal congratulates Bay Area Building Solutions and Optimal Outcomes on the completion of the Trilogy Medical Center Project!**

**We would also like to congratulate the following partners that were also part of this outstanding project:**

- Doyle Electric
- Florida Bank
- Greenway Recycling
- Ramcon Roofing
- Resource Flooring
- Sonny Glasbrenner
- Southern Equipment

**SONNY GLASBRENNER INC.**

**Your Demolition Expert and Raw Material Provider**

3741 126th Avenue North, Clearwater, FL 33762  
Phone: 727-573-1110 Fax: 727-573-1109  
[www.sonnyglasbrenner.com](http://www.sonnyglasbrenner.com)

*Sponsors of the Pinellas County Medical Association and Sarasota Medical Society*

*Proud financing partner for Trilogy Medical Center. Let us finance your next project!*

**Celebrating 25 years in Tampa Bay**

**FLORIDA BANK**  
[www.flbank.com](http://www.flbank.com)

**Call Denise McCanless at (727) 456-5452 [dmccanless@flbank.com](mailto:dmccanless@flbank.com)**

<i>Downtown Tampa</i> 201 N. Franklin St. Tampa, FL 33602 <i>Himes Avenue</i> 4105 N. Himes Ave. Tampa, FL 33607	<i>South Tampa</i> 612 S. Dale Mabry Hwy. Tampa, FL 33609 <i>North Tampa</i> 3001 Cove Bend Drive Tampa, FL 33613	<i>Downtown St. Petersburg</i> 500 4th Street North St. Petersburg, FL 33701 <i>Pasadena Avenue</i> 777 Pasadena Ave. S. St. Petersburg, FL 33707	<i>34th Street North</i> 3065 34th Street North St. Petersburg, FL 33713 <i>East Lake</i> 3100 Tampa Road Oldsmar, FL 34677	<i>Downtown Sarasota</i> 1432 1st Street, Suite B Sarasota, FL 34236 <i>University Office</i> 3704 84th Avenue Cir. E. Sarasota, FL 34243
---	--	--	--	--

Member FDIC Equal Housing Lender



# Trilogy Medical Center CONSTRUCTION TIMELINE



**RENDERING**



Apartment Demolition by Sonny Glasbrenner **FEBRUARY 10**



Underground Utility Installation **FEBRUARY**



2nd Floor Metal Decking **JUNE 11**



Structural Steel Framing **MAY 19**



Erection of Concrete Tilt Panel Walls **MAY 13**



Roofing Work Underway **JULY 14**



Stucco and Perimeter Banding





Earthwork Underway **MARCH 10**

Y 22



Structural Foundations **MARCH 19**



Forming of PET/CT Scanner Vault Walls **APRIL 9**



Concrete Slab and Tilt Panels **MAY 5**



meter **JULY 14**



Painting and Masonry Veneer **JULY 14**



**AUGUST 10**



**Your roofing problems don't wait for normal business hours and neither do we.**

**24/7  
Emergency Leak  
Response**

**Call:**  
1-877-726-2661

**Email:**  
RoofLeaks@RamconRoofing.com

**Online:**  
www.RamconRoofing.com



The Most Trusted Name in Roofing

Proud to be Florida's ONLY **2010 Firestone MASTER CONTRACTOR PRESIDENT'S CLUB**

# Design / Build defines Bay Area Building Solutions

When Optimal Outcomes first approached Bay Area Building Solutions about their opportunity to construct the Trilogy Center II, one thing was made very apparent — time was of the essence. Other organizations had previously attempted to develop the property, located directly across the street from Morton Plant Mease Countryside Hospital on McMullen Booth Road in Clearwater, but none had succeeded. Working collectively, Bay Area Building Solutions and Optimal Outcomes developed a financial model and timeline that ultimately proved to be the winning combination.

Given the time constraints of the project, it was apparent that a Design / Build delivery system was the preferred method. In this system, all design and construction activities were contracted through Bay Area Building Solutions. This allowed Bay Area Building Solutions to begin all permitting, while working with the City of Clearwater to expedite the demolition of the existing apartment complex on site. This was done concurrently with the extensive civil engineering work required, and allowed the structural and architectural design work to begin.

There were particular characteristics of the site that made the new layout and ultimate design of the building unique. First and foremost, there were specific covenants in place that specified the exact location and boundary limits of the building relative to the site. The existing grades favored a location of the building toward the back of the property with the natural fall of the site toward McMullen Booth. However, this was opposite of the covenants, which specified that the building be setback against the eastern side of the property, along McMullen Booth Road. This presented initial civil engineering issues with getting rain water and drainage to the back of the property, where a retention pond would need to be constructed.

In order to expedite the overall project schedule of the shell building, concrete tilt-up panel construction was selected as the structural envelope design. This was more favorable than a traditional concrete masonry unit (CMU) or reinforced cast-in-place design simply due to the speed with which a tilt-up building can be erected. This choice alone realized about a 45-day gain on the total construction schedule.

Another unique challenge was presented

when Optimal Outcomes approached Bay Area Building Solutions after construction had already begun about looking into the possibility of incorporating a concrete vault within the structure itself, in order to accommodate a Positron Emission Tomography (PET) and Computerized Tomography (CT) scanner. These are tools that allow physicians to pinpoint the location of cancer within the body before making treatment recommendations. Once agreed upon, Bay Area Building Solutions and its design team went to work, and structural modifications were implemented, without any delay to the project.

By listening to its clients needs, Bay Area Building Solutions has developed strong partnerships with a variety of healthcare providers, from facility developers like Optimal Outcomes to hospitals, ambulatory surgery centers, specialty clinics and private physicians.

To learn more about Bay Area Building Solutions and the Design / Build process, please call (727) 528-8301 or visit [www.bayareabuildingsolutions.com](http://www.bayareabuildingsolutions.com).

**MECHANICAL CONTRACTORS AND SERVICE**



Proudly serving the state of Florida, from strategic design build planning through construction installation & service for over 55 years.

Congratulations Bay Area Building Solutions and Optimal Outcomes on a great new building!

- HVAC
- Plumbing
- Thermal Insulation
- 24/7 HVAC Service
- Ready when you call



1720 W. Cleveland Street, Suite C  
Tampa, Florida 33606  
(813) 251-1839  
Fax: (813) 253-8821  
[www.southern-eq.com](http://www.southern-eq.com)



**C&D Debris Disposal**  
**Roll Off Dumpster Service**  
**Process Sorting**  
**Brush Disposal**

SERVING  
Pinellas • Hillsborough • Polk  
**1-877-80 WASTE**  
[www.greenway-recycling.com](http://www.greenway-recycling.com)



## Gulfoast Oncology Associates is committed to changing the way people cope with cancer.

Gulfoast Oncology Associates is the premier provider of oncology and hematology care in Pinellas County, Florida. The mission of Gulfoast Oncology Associates is to provide comprehensive, compassionate, and complete state of the art oncology and hematology care to our patients and their families. We are committed to treating the body, mind, and spirit in a loving and caring environment. We have six locations, eighteen physicians, five nurse practitioners, forty three chemotherapy nurses, six patient care coordinators, a clinical psychologist and more than two hundred twenty five employees.

Gulfoast Oncology Associates was founded in 1991. Our unique approach to patient care quickly won praise from patients and employees, making the practice popular among the community. The need to bring oncology and hematology care closer to where patients live and work was identified and Gulfoast developed a patient care and business model to maximize service, outcome, and convenience.

Our patient care philosophy begins with the patient and their family. Gulfoast provides patients with everything from access to the most advanced treatment options to the

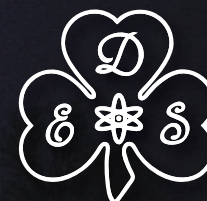
extras to make your treatment more comfortable. Patients are treated to light snacks and beverages, wireless internet, counseling, and the opportunity to participate in clinical research studies. Our on-site patient care coordinators assist patients with obtaining social services and financial aid. They also monitor our patients' experience while under our care. We assist patients with finding services for transportation, paying bills, obtaining medications and identifying opportunities for respite care.

Gulfoast Oncology Associates is committed to changing the way people cope with cancer. To assist cancer patients with non-medical services Dr. Jeffrey Paonessa founded the Gulfoast Oncology Foundation in February 2006. In 2009, the Foundation provided over than \$160,000 to more than 500 cancer patients in Pinellas County. The mission of the Gulfoast Oncology Foundation is to develop and foster community resources, provide education, as well as non-medical financial assistance throughout Pinellas County.

For more information regarding Gulfoast, visit our website at [www.gulfoastoncology.com](http://www.gulfoastoncology.com).



***Proud to be a part of the  
Trilogy Medical Center team***



*Doyle Electric Services, Inc.*

1(800) 899-2400 | [www.doyle-electric.com](http://www.doyle-electric.com)

Tampa/Sarasota/Fort Myers

***High Voltage  
Performance***



*A Special Thanks* to everyone involved in making our newest project on McMullen Booth Road such a success!



*Building Solutions for Healthcare Providers*

Proven Ability, Tangible Results

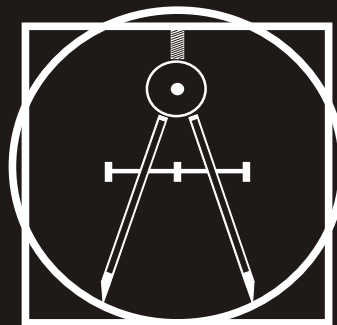


**REAL ESTATE** - including site evaluation, analysis, identification, negotiation and acquisition.  
**FEASIBILITY ANALYSIS** - including physician surveys/market analysis; Existing facility assessments; Marketing plan development  
**OWNERSHIP STRUCTURE** - including ownership alternatives; Equity procurements/syndication/prospectus preparation and distribution  
**FINANCING** - including financing alternatives; Project cost projections; Operating Pro Forms; Construction/Interim/Permanent Financing  
**PROJECT MANAGEMENT** - including architect/engineer/contractor selection and oversight; coordination of interior design/build out

240 1st Avenue South • Suite 400 • St. Petersburg, FL 33701 • 727.895.8902 • [optimal-outcomes.com](http://optimal-outcomes.com)



WALDEMERE MEDICAL PLAZA RENOVATIONS



ALL CHILDREN'S OUTPATIENT CARE CENTER SUITES

## Bay Area Building Solutions

Design-Build General Contractor

727-528-8301 CGC 1513946

*Building Value Every Day*

3565 126th Avenue North  
Clearwater, FL 33762

[www.bayareabuildingsolutions.com](http://www.bayareabuildingsolutions.com)



MACDILL AFB CHILD DEVELOPMENT CENTER



NEW ADVANTAGE CORPORATE HEADQUARTERS