

GOOD HEALTH *by* DESIGN

SPRING 2016



Architect / Interior Design: **Rapt Studio**
Furniture: **Goodmans Interior Structures**

Western Colton Photography

Lydian Dental: The Future of Dentistry

While at Harvard Dental School, Dr. Josh Turnbull became more and more interested in the ever changing business side of dentistry. He saw an industry that was consolidating rapidly, where the small, mom-and-pop style clinics were being bought up by large dental corporations, resulting in an environment where the bottom line was a stronger focus than the customer experience.

In 2013, Josh joined Tempe dentist Dr. Scott Connell and later joined former business school classmate, Clayton Nylander, to set out to design the future of dentistry. They are incorporating a hyper focus on customer service to do what Ritz Carlton has done to hotels and Starbucks has done to coffee: transform a typically dreary experience

into an aspirational one. Additionally, Lydian partnered with the very talented team at Rapt Studio to create a physical space that is unlike any dental clinic. From custom-designed operatory cabinetry to a reception area that feels more like a home's family room than a dental waiting room, Lydian has removed the clinical feel from a typical dental office.

Seeking to become the leading innovator within dentistry, Lydian will be launching its first mobile clinic later this year. Realizing that inconvenience is a major reason people don't see the dentist, Lydian's mobile clinic will park at the campus of large employers and allow their employees the benefit of on-site dentistry. Moreover, Lydian is looking

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An Interview with Sheila Schmidt



As Director of Healthcare Development for Ryan Companies, Sheila Schmidt is responsible for identifying and pursuing real estate development and construction projects in the Southwest region. She's widely recognized as a "connector". With over 14 years of Business Development experience in the construction industry on both a regional and national level, Sheila has a reputation for being a go-to resource for others in the healthcare and laboratory biosciences markets. She's developed an impressive network and credits her

facilities for surgeries and procedures, lessening their exposure to pathogens and therefore, risk of potential infections," said Sheila. "As a result we are seeing construction of mammoth facilities dwindle. Full service hospitals will be smaller and coupled with continued growth in neighborhood clinics, surgery centers, etc." She forecasts that the

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focus on long-term relationships for her success in uncovering opportunities. Sheila has a history of increasing market share and brand recognition through continually building, leveraging, and bringing value to her network. With acute awareness of industry trends, and knowledge of the factors driving those trends, Sheila recently shared her insights.

"The onset of the Affordable Care Act has influenced a strong focus on avoiding patient reentry into hospitals, as those facilities are financially penalized for those occurrences. The trend is to move healthy patients away from acute care hospitals and into outpatient

ACA will influence additional market changes such as the growth of behavioral health, treatment for preexisting conditions and service lines that weren't previously reimbursable.

Other shifts include an increase in senior living market activity. Baby Boomers are coming into retirement with high expectations of amenity-rich environments, and facilities are responding with upscale country club-like concierge services and atmospheres. Where senior living facilities were once relegated as the lower socio-economic option, the high end senior living communities of today have shifted to being somewhat

of an indication of status. Arizona, being a desired retirement destination, is experiencing this movement at an elevated level.

"Healthcare is being treated more like any other professional service, mixing into retail environments that host a variety of complimentary services such as pharmacies, cafes, physical therapy clinics, massage and yoga," observed Sheila. "Rather than medical office villages, clinics are looking for locations with foot traffic and blended services."

Consumers have more choices now, and providers are competing. Services, environment and quality of care are key factors in a clinic's success. "The patient experience matters," says Sheila. "Twenty years ago the patient experience was about the physician's bedside manner. Now it starts with the valet at the door and continues with comfortable furnishings and finishes that soothe and alleviate anxiety upon walking into the lobby. The built environment is very much a part of the patient experience and overall satisfaction. Quality healthcare itself is no longer enough."

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Product Spotlight: **healthHcentric**

Created with the needs of the healthcare industry in mind, HealthCentric provides durable, easy-to-clean and affordable seating solutions that aid in infection and bed bug prevention for demanding, intensive-use environments.

The seating features a proprietary material called IC+. It is specially formulated to provide a highly durable, seamless, impermeable upholstery.

- Proven durable... even in the most demanding healthcare environment
- Puncture proof
- Sealed and seamless... for the ultimate in infection control
- Bed-bug proof
- Cleaning agent tough... guaranteed
- Premium performance... 10 year warranty



—healthHcentric "Aloe Sleeper Chair"—

Sheila Schmidt continued

Sheila sees the blend between research, healthcare and big data continuing to blend because of the growth in personalized medicine and with that, the need to securely store and analyze our genomic code electronically.

“*This is going to have a bigger impact on the demand for secure big data than EMR (electronic medical records). If you think EMR need privacy protection, just imagine the security we all want surrounding our own personal DNA. We're seeing a modular approach taking hold in research spaces and now being built into those facilities. Laboratories are dynamic environments. Flexibility is critical. As research evolves there are ongoing changes to accommodate new equipment and processes, and a modular approach provides a smart return on investment,*

said Sheila and noted that this approach is true for care facilities as well. “Nurse’s stations are no longer built structures, but rather adaptable modular pieces.”

2016 Calendar

May 4–6

[Hospitality Design Expo](#)

Las Vegas, NV

May 19–21

[AIA Convention](#)

Philadelphia, PA

June 13–15

[Neocon](#)

Chicago, IL

October 5–7

[Green Build Expo & Conference](#)

Los Angeles, CA

October 10–13

[ASHE Conference](#)

Denver, CO

October 30–November 2

[LeadingAge Expo](#)

Philadelphia, PA

November 12–15

[Healthcare Design Conference](#)

Houston, TX

Lydian continued

to disrupt the dental insurance space with a Membership offering that will provide robust coverage at a more affordable rate.

Lydian’s first clinic is located at 2010 E. Elliot Road, Tempe, AZ. They will be expanding their footprint with more clinics later this year.



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Lydian Dental

Lydian has utilized technology and design to offer their guests an 'experience' when entering their space.



Our Mission

We will build a community that takes care of its sick, supports its weak, inspires its artists, protects its resource, and promotes faith for its citizenry.