Learning from Hospitality and Retail in Healthcare Design

2016 Healthcare Environment Award Winners
University of Minnesota Health
Clinics and Surgery Center

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In Minneapolis, specialists deliver clinical
medicine within retail- and hospitality-
inspired interiors by CannonDesign
The entry lobby (opposite) and two-story spaces between the waiting lounges on the third floor (above) are open and drafty. A lounge for the Bishops' Health program (top, right) provides patients and those working in non-clinical areas, such as nurses, and other amenities to visiting associates. A three-story staff lounge (bottom, right) enables employees as well as students to sit down on an informed basis.

The rapidly changing face of healthcare delivery is reflected in CannonDesign's thoughtful design for the University of Minnesota Health (M Health) Clinics & Surgery Center. Here, a wide range of multidisciplinary specialties—including physicians, pharmacists, social workers, and therapists—deliver clinical medicine in nearly 40 adult medical specialties ranging from primary care to neurology to cardiology.

Located on the edge of the University of Minnesota Medical Center campus in Minneapolis, this new five-story, 360,000-square-foot building is neatly organized around a C-shaped floor plan with efficient zones. Patients can walk through varied multilevel public spaces that are infused with plentiful natural light, while caregivers provide services within clustered exam and procedure rooms that directly access shared collaboration spaces.

Hospitality and retail-inspired experience

For patients and their companions, the user experience draws on best practices from retail, including Apple stores, as well as hospitality interiors. Rather than a large, imposing reception desk, patients are greeted by a tablet-toting staff member in the first floor's expansive entry area.

The building's dynamic organization is straightforward to allow for ease in finding the vertical circulation at the intersection of the north and east wings. The ground level includes facilities for imaging and drawing blood, as well as a cafe. Second-floor clinics, including the Masonic Cancer Clinic, are devoted to cancer care; the third and fourth floors are focused on general medicine and related specialties; and the fifth floor accommodates outpatient surgery, sports medicine, and executive health. Each floor surrounds the central stacked multi-height spaces to help orient visitors. "You're always being drawn towards the window, so you have access to light," explains Jocelyn Strouppe, CannonDesign's Chicago-based director of healthcare interior design.

The floor plans are conceived in a series of concentric bands. The innermost zone, facing the east courtyard, is open to patients and visitors and is bordered on a sculptural Discovery Bar with concierge staff. Groupings of seating allow for patients and their companions to gather and wait.
Design Highlights

Design of the outpatient and ambulatory care center was driven by five key priorities:
- Patient safety and comfort
- Flexibility for future growth
- Cost-effective design
- Energy efficiency
- Integration with the existing hospital campus

The project team worked closely with the client to develop a design that would meet these priorities while also providing a welcoming and inviting environment for patients and their families.

Key Features:
- Patient-centered design
- High-quality materials and finishes
- Natural light and views
- Access to outdoor spaces

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Architects, Interns, and Designers

- Flynn Architects
- Cuningham Group
- designGroup

Client: University of Minnesota

Location: Minneapolis, MN

Size: 750,000 square feet

Completion: 2018

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Memorial Sloan Kettering Cancer Center
Josie Robertson Surgery Center

Perkins Eastman and ICRAVE bring a sense of hospitality to a cancer surgery center on Manhattan's Upper East Side
The 19-story building (destination) is clad primarily in glass with terracotta and stone at its base (left). The entry lobby (below, left) features a canopy of paperclip-wrapped origami that captures the poetry of a boy who died of cancer. Third-floor lounge areas include “cocoon” (below, right) to relax and recharge, as well as infinate lounges (opposite) with copper-robe dividers for privacy.

1. Reception
2. Walking area
3. Cafe
4. Administration
5. Conference rooms
6. Central nursing station
7. Patient rooms
8. Decentralized nurses' station
9. 'Loops' open area

Memorial Sloan Kettering (MSK) Cancer Center is focused on reviving the cancer care experience for patients, their loved ones, and care providers. It is possible to a have a sense of calm when visiting a medical facility such as a cancer center? Aedic interior design enable calm for staff in such an environment! This was the design intent for the Memorial Sloan Kettering-Jose Robertson Surgery Center on Manhattan's Upper East Side.

The 105,000-square-foot facility—comprising 19 floors clad primarily in glass with terracotta and stone at its base—contains 12 operating rooms and 28 private short-stay rooms, with enough capacity to perform 85 surgeries a day. Yet the interiors appear more like a hotel or high-end condominium. Furnishings and finishes—materials and surface treatments—are eye-catching, sophisticated, and diverse. And smart organization creates a combination of privacy, visual excitement, and, yes, calm.

For its Jose Robertson Surgery Center, MSK engaged Perkins Eastman to design the building as well as complete programming and planning. MSK hired New York-based CRAVE, a firm known for its hospitality expertise, to provide interior design expertise in collaboration with Perkins Eastman. Together, the two firms worked with MSK to create spaces that are more hospitable and humane, and less institutional and clinical.

"There's too much stress inherent to this type of facility," says Susan Howley, Memorial Sloan Kettering executive director of design and construction. "We tried to think about the whole experience, for everyone. This needed to be a human-centered endeavor."

"We needed to project optimism and comfort into the design," says Lionel Dhayon, the founder and CEO of CRAVE, which focused on the human experience and interior aesthetics for MSK. While only about a quarter of the building's spaces are dedicated to surgery, Dhayon notes that this is a hospitality project more than anything. CRAVE's primary role was the design of the third-floor waiting area, a fourteenth-floor area for staff, and, in collaboration with Perkins Eastman, the selection of finishes and furnishings for patient recovery suites and an area called the 'loos.'"

Managing family members' anxieties

The bright, optimistic feeling starts at the ground-level lobby, a light-filled glass-etched space that opens up to the city rather than seeming cramped or foreboding. Elegant elements include high ceilings, marble floors, a beckoning open-welcome desk, and a sculpture that offers soft light, and even a greater stationed at the front doorway.

The third floor's guest waiting room feels like a sophisticated lounge. In reviving the typical experience, which might have a large, formal reception desk, this lounge has a small reception kiosk set within the space in a more subtle manner. The artwork...
Environment, an overweight in a soothing, sophisticated palette, helps visitors "manage their stress," says Ciffler. Floor-to-ceiling windows provide expansive views of the 68th Street Bridge spanning the East River.

Informally organized with seating clusters, oak tables, and brick-clad dividers, as well as subtle changes in carpet and ceiling patterns and treatments, the waiting areas are designed to give patients a varied experience as much as possible. In this way, patients are engaged, engaged, and given power over their environment. "They feel like control when they get here," says Hazley. "We wanted to bring some of that control back."

Voted elements in the waiting areas include private and communal workstations, "computer" for group seating, "hello" on doors, "kiosk," and "activity" tables, retail, a cafe, and a lounge room. Modest furniture is sleek, patterned, and often colorful—welcoming rather than sterile. A rich combination of overhead lights, down lights, pendants, and recessed illumination adds to the sense of subtle variety. Such design-friendly choices, according to Parker, Eastman, Principe, Mary Jones Eastman, were enabled by several factors. The waiting spaces are meant for families, not patients, thus reducing their medical-driven design restrictions; tastes have become more sophisticated in the medical field in recent years; and the facility's large surgery output enabled a higher-than-usual project budget.

The artwork detail collection, curated by consultant Artic启动, adds to the feeling that this is as much a hospitality project as a medical one. "You always try to be the patient and think that's the importance of art," says Eastman. The Artic启动ed design continues on the surgery floors above. Each has its own center and a directly lit art walk for patients, and in its center, an "art" lounge space.
Furnace-venti o stations (opposite, top left) are positioned outside private recovery suites (above), which feature large windows and wall-mounted monitors that allow patients to Skype with friends and family. An "escape" (opposite, bottom) is a neutral social hub where patients and caregivers can walk, rest, and share a meal. Operating rooms (left) have observation portholes and incorporate robots for extradurally invasive surgeries.

The "left" is an amenity suite for staff with a wraparound balcony, lounge areas, and a café.

Elevated staff amenities

On the fourteenth floor, a dedicated staff gateway, referred to as the "left," is designed with a wide variety of textures and colors. Like the waiting areas for guests and families on the floors below, the "left" contains varied programming, including a marketplace, meeting and work areas, soft-seating lounge chairs, and bar seating. Floors are rich porcelain tile and patterned carpet, and walls combine ceramic tile, oak millwork, and colorful plaster.

A large wraparound terrace brings employees even closer to the scene outside, a rare amenity for Manhattan real estate and for a medical facility. Neely and his team studied worker amenities as carefully as patient ones, from easy exit corridors to wellness plans to colorful stairways where staff often spend much of their time.

"If the staff is happy," Neely says, "the patients will be happy."