

Sutter Pacific Medical Foundation

Master Facilities Plan

LOCATION

San Francisco, Marin and
Sonoma counties, CA

CLIENT

Sutter Pacific Medical
Foundation

COMPLETION DATE

2015

SCOPE

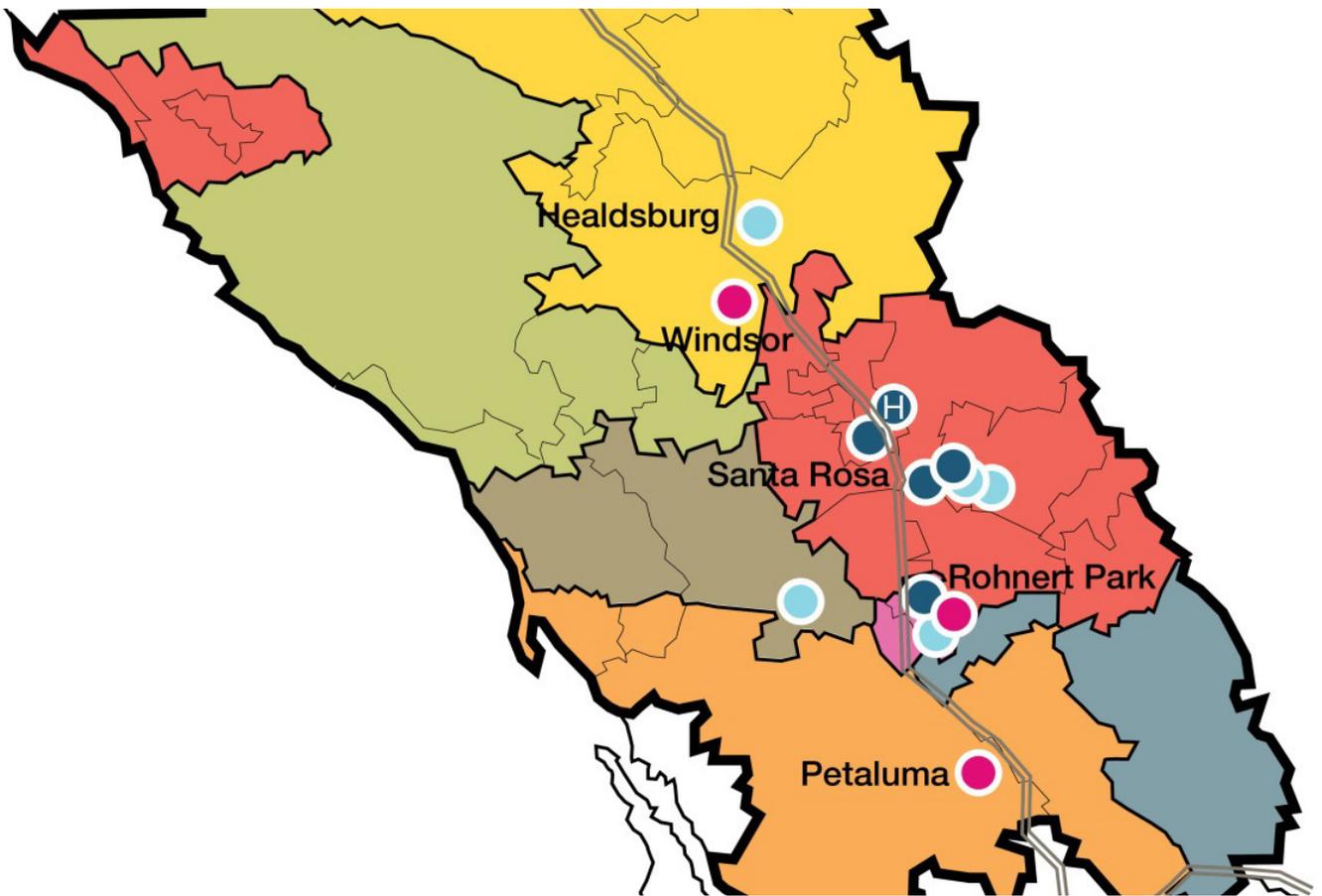
Planning

NBBJ prepared a strategic Master Facilities Plan to align with the growth of Sutter Pacific Medical Foundation (SPMF) over the next 15 years across three counties in Northern California.

The plan establishes a framework for the orderly development of facilities to support SPMF's mission, vision and physician recruitment and patient service goals. NBBJ led an effort to examine and confirm physician recruitment projections, population demographics, high-level assessment of existing facility investments, and evaluation of new site locations for future clinics.

The major elements of the planning effort included:

- Validating physician projections for each service area
- Determining the distribution of specific clinical specialties by population need
- Developing a mapping tool using computational analysis to identify potential locations and size of clinical services based on population, minimizing commute times and optimizing existing facilities
- Developing a facility database that includes high level facility evaluations, staff counts by type, RVU's, floor plans, photos, existing clinical use and workload
- Identifying and sizing diagnostic and treatment services to accompany clinical specialties at selected sites



▲ Area Map

PLANNING CHALLENGES & SOLUTIONS

Challenge: The Strategic Master Facilities Plan needed to align with the growth of Sutter Pacific Medical Foundation (SPMF) over the next 15 years across a large geographical area of three counties in Northern California while creating a flexible framework for future expansion.

Solution: Our team developed a mapping tool using computational analysis to identify potential locations and size of clinical services based on population, while minimizing commute times and optimizing existing facilities. The plan established a framework for the orderly development of facilities to support SPMF's mission, vision and physician recruitment and patient service goals. The plan also identified specific opportunities to consolidate or increase the utilization of existing facilities in conjunction with the SPMF growth plan.

Value: The tool identified underserved areas available in the market that would help SPMF reach its goal to increase market share by 25% and provide an opportunity to create a flagship for their brand.

▼ Computational Analysis

