

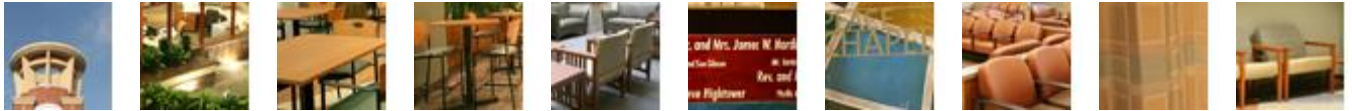
"The Atrium project was successful because of OC's service. Yes, the furniture had to be stylish, functional, and integrate into the Atrium environment. But it was OC's expertise and relentless project management that kept us on-time and on-budget."

PROJECT GALLERY

Marilyn J. Noll, MT (ASCP)
 Director, New Facility Planning & Site Development, Atrium Medical Center

Atrium Medical Center

Healthcare



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Objective:

Atrium Medical Center (formerly known as Middletown Regional Hospital) has been a healing force in the Butler and Warren county area since 1917. Now, with the opening of the 190-acre Premier Health Campus - Middletown in December 2007, a new era has begun. This one-of-a-kind medical campus provides a unique blend of community partnerships for medical services, technology, senior housing and health career education.

Sitting as the centerpiece of campus is the 250-bed Atrium Medical Center (Atrium). From the outside, Atrium doesn't look like a typical hospital. Its earthy tones and warm brick façade set the tone for the comforting, family-centered care offered within the hospital.

The interior of the facility—including the furnishings—had to extend that welcoming, warm, yet state-of-the-art image. The furniture had to be durable to withstand the wear-and-tear of a busy healthcare facility, yet be attractive, comfortable, and highly functional. Fabrics and finishes had to integrate with the architect's vision.

In addition, because Atrium is one of several buildings on Premier Health Campus - Middletown, the furniture had to be consistent in style and palettes, yet each space had to have its own identifying look and feel.

Before the Move - What's in Inventory?

As with most moves, the Atrium facility management team wanted to re-use as much of its existing furniture in the new building as possible. But in a bustling 200+ room hospital where furniture is constantly being moved, rearranged and repurposed, taking inventory and creating an inventory management system was daunting.

The Atrium team turned to OstermanCron's Healthcare Furniture Account Executive Becky van Leur to lead the project. Late in 2005, OstermanCron and project partner, Planes Commercial Services, began the 3-month process of accessing, tagging, and recording all of the furniture across multiple buildings.

In addition to the electronic inventory, OC also delivered a photo inventory with descriptions. In 2006, Becky led a second inventory management project to bring the system up to date.

OstermanCron held intense meetings with each hospital department to determine their future furniture needs and then applied existing furniture into the new space whenever appropriate. OC created detailed drawings of each space. These drawings later became a critical tool during the move. "The drawings were hung all over during the move and used by the relocation team to guide in furniture placement," commented Marilyn J. Noll, MT (ASCP), Director, New Facility Planning & Site Development, Atrium Medical Center. "In addition to the drawings, the updated inventory, which OC so painstakingly maintained, was an invaluable tool in the ongoing management of the Relocation Furniture Plan. OC's upfront planning contributed significantly to our successful move."

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Trust and Expertise Lead to Project Award:

The professionalism, organization, and detailed project management exhibited by OstermanCron in the inventory project created a level of trust that the Atrium team appreciated. When it came time to evaluate furniture vendors, OstermanCron's intimate knowledge of the existing furniture and strong healthcare facility practice, made them a natural candidate.

Further sealing the deal was OC's presentation to Atrium's facility committee.

"OstermanCron was the only vendor that presented a clear project plan from the onset," explained Sandra Pearce, Nursing Director, Projects/Transition.

"OstermanCron stood apart as the only vendor that could manage a project as complicated and large as the opening of Atrium Medical Center. We were looking for a business partner who could add valuable expertise to the project—not just a company that would procure furniture. We got that partnership in OstermanCron."

Why the furniture worked:

Over its 10+ year history, OstermanCron has nurtured strong relationships with many of the best healthcare furniture manufacturers in the industry, including Nemschoff, Wieland, Softcare, Surfaceworks, Spec, Fixtures Furniture, and Standard Textile. Through these relationships, Becky and her team were able to negotiate discounts, manage deadlines, and recommend unique furniture options that perfectly suited the space.

Just one example is the sofa sleepers in the patient rooms. Atrium's patient rooms are all private and include a family-zone to accommodate a patient's loved ones.

Project Overview:

OC provided furnishings for Atrium Medical Center's public spaces including:

- Patient rooms
- Public waiting areas
- Consult rooms
- Treatment rooms & exam rooms
- Staff lounges & break rooms
- Conference rooms
- Physician lounges
- Doctor's dining room
- Cafeteria
- Chapel
- Nurse's stations
- Alcoves - nurse's stools
- Vending lounges
- Reception stations
- Operating & procedure rooms
- Family areas
- Registration/admitting
- Executive offices & workstations
- Consultation - collaborated on style & color selections for cubicle curtains

As in all hospital rooms, space is at a premium. OC recommended the Nemschoff Flop Sofa, a long, comfortable, great-looking sleeper that opens upon itself to minimize its footprint. The side cushions open upward and provide storage for the family's personal items.

"Becky's deep knowledge of healthcare furniture helped us tremendously," commented Marilyn. "Becky helped us think through the functional use of each space and how the furniture could enhance it. She brought out details and suggestions that we certainly would have missed without her expertise."

Installation and Moving:

Wessels Workplace Services was on-site and on-task for nearly four months, led by Lead Installer, Dan Ward. The team meticulously moved existing Kimball Systems furniture from Middletown Regional Hospital, as well as received, inventoried, assembled, moved and rearranged all of the new furniture.

"Dan Ward from Wessel's is one of the best vendors I have ever worked with on any project," commented Jim Faze, Vice President Operations, Atrium Medical Center. "We had him jumping through hoops that a typical individual would get frustrated with. He has been great to work with and seems as though he would do everything possible to get the job done."

Architecture & Design: Earl Swensson Associates, Inc. (ESa) of Nashville was the architect for the project. The architectural firm has designed over 8,500 projects throughout the United States and abroad and has a rich heritage in designing medical facilities. The OstermanCron - ESa relationship helped foster an open and collaborative project where the vision, insight, and expertise of all of the parties were fused into one. "We appreciated the opportunity to join forces with OstermanCron. From the beginning, we were able to establish a synergistic relationship that capitalized on the strengths of each firm to meet the objectives of Atrium staff," Ken Bowman, IIDA, ASID, Director of Interior Design, Earl Swensson Associates.