

# Novant Health

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## CLIENT STORY

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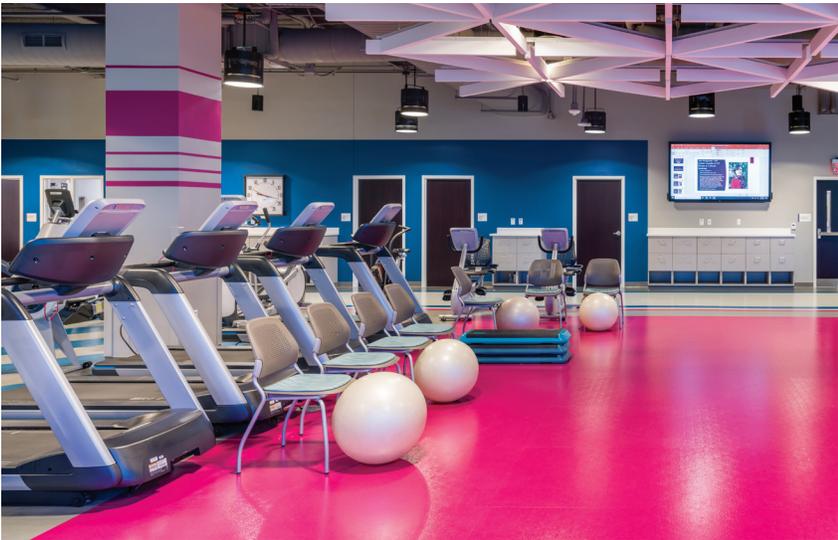
Outpatient Facility  
Charlotte, NC



**of provider executives say customer experience is a top strategic priority over the next five years.<sup>1</sup>**

Studies suggest that a good patient experience correlates with better patient outcomes – perhaps the most compelling reason of all for health care organizations to work hard to improve the patient experience.<sup>2</sup>

When Novant Health decided to build their new 265,000 square foot cardiovascular and cancer outpatient clinic in Charlotte, N.C., their goal was to provide patients with a welcoming, streamlined experience. Named the Claudia W. and John M. Belk Heart & Vascular Institute and the Agnes B. and Edward I. Weisiger Cancer institute, the Medical Office Building connects into the original Novant Health Presbyterian Medical building through enclosed walkways that span over the roads that pass through. By focusing the design and layout of the space to create an all-in-one healthcare facility, visits are now easier for patients, their families, and caregivers.



*"The furniture was really an extension of the building's design story as far as flexibility, providing options for different uses and access to [electrical] power."*

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PAMELA KINGSLEY  
**MANAGER OF DESIGN &  
CONSTRUCTION OPERATIONS**

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Novant Health



*"The plan was to put all their specialists and amenities in this one building. They walk into the front entrance, get their blood taken, and those results go up to the office. It makes it easier for the patient."*

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PAMELA KINGSLEY  
MANAGER OF DESIGN &  
CONSTRUCTION OPERATIONS  

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Novant Health



The medical journey for cardiac and cancer issues is often long and complicated, requiring patients to visit multiple providers at different locations, at different times. "In the past, a patient may have had to walk as many as 7,000 steps in one day during their care journey from testing sites to clinics to a treatment center," said Gary Niess, MD, system physician executive, Novant Health Belk Heart & Vascular Institute. "We'll now be able to deliver the whole-journey care our patients need all in one place, saving those 7,000 steps for rehabilitation and recovery."<sup>3</sup>

To really set the tone as a patient-centric institute, the interior design took a departure from traditional healthcare. Instead, the McCulloch England design team, alongside Kingsley's team and Staples, focused on creating welcoming, homey spaces. Every detail of the building was designed with the patient in mind and reflects an environment of healing, including the nature-inspired color choices, the modern artwork, the comfortable furniture and the use of natural light throughout the facility.<sup>3</sup>

"Our design concept in all the public spaces – the front-facing waiting areas, patient areas and lobby – was to have more of a hospitality look and feel," explained Beth Gailius, Interior Designer, McCulloch England. "We really focused on the patient experience, including everyone who is helping them along that healthcare path. They can touch down in these spaces, grab something to eat, get away for some

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BETH GAILIUS  
INTERIOR DESIGNER

— McCulloch England Architects

quiet time, come together in the lobby, and utilize tables to work. If they must spend significant amounts of time in this building, they have all of those amenities available to them."

Working with Allsteel to find furniture that would provide a hospitality aesthetic throughout the front-of-house spaces, the team chose pieces that would allow for integrated power and flexibility while being able to withstand the high-traffic these spaces are often subjected to. Gailius continued, "The foundation [of the design] is composed of timeless neutral material with accents of saturated color that thrive, make people feel good, and inspire creativity and life. A lot of those color pops and story come in with paint, fabrics and materials that were incorporated into the furniture pieces. It speaks to the innovation and leading-edge technology that the faculty and staff wanted in this space."

"The furniture was really an extension of the building's design story as far as flexibility, providing options for different uses and access to [electrical] power," added Kingsley.



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## PROJECT DETAILS

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### Headquarters

Charlotte, NC  
266,000 sq. ft.

### Partnerships

McCulloch England Architects  
Vannoy Construction  
Staples, Furniture Solutions



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## PRODUCT SOLUTIONS

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### Seating

Acuity®  
Clarity®  
Evo™  
Inspire®

### Workspaces

A8  
Stride®

### Tables

Structure  
Vicinity™

### Storage

Align™  
Involve®

While the front-of-house focused on making patients feel comfortable and welcome, as well as providing spaces for their families to recharge, unwind, or work if needed, the back-of-house furniture choices spoke to the importance of providing caregivers with a space that would make them feel rejuvenated. Height-adjustable tables became standard so that staff can work in the ways that feel most comfortable to them.

The result has been a full departure from the standard way that healthcare has looked and felt previously. "There was a real willingness for Novant to take some risks in this facility," said Tiffany Peebles, Business Development Manager, Public Sector for Allsteel.

Due to the vast changes, the Belk Heart & Vascular Institute and the Weisiger Cancer Institute opened with a bit of trepidation from seasoned employees. But over time, the excitement has grown, with both staff and patients benefiting from the welcoming atmosphere.

<sup>1</sup> [www.pwc.com](http://www.pwc.com)

<sup>2</sup> [www.hbr.org](http://www.hbr.org)

<sup>3</sup> <https://www.novanthealth.org/home/about-us/newsroom/press-releases/newsid33987/2444>