MAKING HEALTH + WELLNESS A PRIORITY
it starts here
DRIVER 01

Aiming high for population health management

SHIFTING FROM EPISODIC TO CONTINUOUS CARE
Because health and longevity are in large part attributable to our environment and lifestyle, researchers are taking a close look at what are being labeled as Blue Zones—the geographic areas where people live remarkably long, healthy lives. In Blue Zones, people reach age 100 at rates 10 times greater than in the United States. Working from the findings established in the Danish population-based “Twin Study” researchers conclude that genes dictate less than 25% of an average individual life expectancy—the other 75% is lifestyle.

Testing the hypothesis of lifestyle having significant impact, in a three-year long Blue Zone Vitality pilot project in one Minnesota community, residents lost a collective of 12,000 pounds, dropped absenteeism by 21%, and city employees showed a 40% decrease in healthcare costs, contributing to an average life expectancy increase of 3.1 years.

“The big lesson from Blue Zones is that longevity requires that people adopt an entire ecosystem of healthy behaviors that include eating right, embedding exercise into daily life and staying rooted in a community.”
–David Buettner, author of “The Blue Zones: Lessons for Living Longer From People Who Lived the Longest”

“Health happens in neighborhoods, not doctors’ offices.”
–Dr. Richard J. Jackson, professor and and host of the PBS series “Designing Healthy Communities”
IMPACT ON DESIGN

For the Martin Luther King Medical Center Campus master plan, Gensler Los Angeles established a vision for the hospital's 42-acre site that is organized around a “Wellness Spine” of walking and biking paths as a way to inspire residents to live healthy lifestyles. The master plan includes a holistic set of services like a new mental health urgent care center, a mixed-use health retail space, medical office spaces and a retirement community. The idea is to connect the community to services that do more than help them when they are ill, but that inspire a lifestyle of healthy behaviors while they are healthy, too.

→ Martin Luther King Medical Center

Numerous external factors and “drivers” had an impact on the campus design, including the role of a new MLK in the total context of the County’s health care system, its importance as an institution to the South Los Angeles community and its potential as a model for a health community of excellence.
TRANSITIONING FROM A PATIENT TO A CUSTOMER

When patients are empowered by the style of engagement with their healthcare provider and with streamlined, immediate access to information, they are more informed and likely more involved in sustaining a healthy lifestyle.

Key insights from a Deloitte consumer survey (2008-2012) identify potential impacts of consumer-driven health care—the level of engagement in health care decision-making is greater because patients as consumers seek out the physician to support their ability to make informed choices. In these scenarios, there is high dependence on technology to access information. Consumer trust is based on the comparative experience of shopping—where consumers value the type of engagement, how service is delivered and the outcomes and cost.

“Patient engagement is the blockbuster drug of the century.”
– Dr. Farzad Mostashari
National Coordinator for Health IT

“People know more about their iPhone than they do their own health. So how do we make them consumers of their own wellness? You have to create a Facebook-like engagement that keeps people coming back.”
– Travis Bogard, Jawbone’s VP of Product Development
IMPACT ON DESIGN

For the Ability Institute of the Rehabilitation Institute of Chicago (RIC), Gensler Chicago and its partners conceived a facility that embeds research and clinical activities within the patient care setting. Spaces are designed to shift patients and caregivers from strictly communicating to encourage active engagements and collaboration. The approach looks to create environments that help patients feel empowered with the information, resources and settings that make contributing ideas a natural extension of the model of care.

→ The Ability Institute of the Rehabilitation Institute of Chicago (RIC)

Research and clinical activities are embedded right into the patient care setting with a focus on advancing patient ability. Spaces are designed to encourage engagement and collaboration between patients and caregivers.
Consolidations, acquisitions and mergers are a response to the smaller profit margins and higher compliance costs anticipated as an outcome of health care reform under the Affordable Care Act. Whether large or small, co-located or distributed, to remain competitive healthcare providers will look to provide a full breadth of services, consistently and effectively.

A report by McKinsey Center for U.S. Health System Reform: Cross Currents in the Health Economy, notes a shift in the way providers are compensated, moving away from a volume-based service to a quality of outcome-based service. The report suggests that as risk shifts, providers will likely receive financial incentives to coordinate patient care and improve the overall quality of the services.

“Our major health care institutions – medical schools, groups of specialist physicians, general hospitals, research organizations – have together overshot the level of care actually needed or used by the vast majority of patients...healthcare is now ripe for disruption.”
–Clayton Christensen
Harvard Business School Professor

“If we can measure success, why pay for process? If we can get the images we want in a better way, why use (Kodak’s) photographic film, paper, and chemicals?”
–David A. Asch and Kevin G. Volpp
Physicians at the Philadelphia VA Medical Center
IMPACT ON DESIGN

Human-centric spaces that support the effective communication and delivery of care are the crucial baseline—an expectation. Branded environments need to build on the expectations, values and success stories of consumers. These environments build on a strong, consistent narrative tied to the experience, differentiating care through design.

→ TM Advertising

A fleet of bicycles is provided to allow quick access to the nearby trail, which opens up a multitude of lunchtime and shopping opportunities, and provide a simple escape to let the creative ideas flow. A couple of indoor laps around the ellipse will even be forgiven.
Technology, virtual care and telemedicine support the need to diagnose and deliver care—in real time—to the customers, at home, in the office and on the go.
Recent developments in smart phone and mobile apps have the potential to transform health care by extending access and improving cost efficiency of healthcare in both mature and emerging markets. Today, more than 80% of the world’s population has access to a mobile phone or device. With one in three cell phone users—and greater than half of all smartphone owners—already using their devices to look for health resources, technology represents a significant opportunity to bring quality information and healthcare to those in need.

Research by behavioral economists has found that people tend to make good decisions where action and result are closely tied together. The starting point for behavioral change is good information, which means personally tracked data collected at home as well as access to a robust database of information.

“The challenge is establishing what people should do with this large volume of data,” says Sarah Rottman Epps, a Senior Analyst at Forrester Research who led the SXSW session on Wearables: Moving from Niche to Mainstream. “A lot of consumers don’t think health is their responsibility and that it’s in the realm of the doctor.”
IMPACT ON DESIGN

Space has the potential to nudge health from being episodic (when we feel ill) to part of our daily lives by bringing health awareness into our homes, schools, workplaces and even our commutes. The challenge for design is to help connect individuals with communities of practice, resources and experiences that build holistic and human narratives around wellbeing.

→ TM Advertising

Gensler embeds an open stair case within the work setting. Resources, meeting spaces and amenities are located around the stairway making the stairway not only a quick and easy way to get up and down the building, it’s activated with social opportunities. The idea is to make the movement fun—and productive, too.
**YESTERDAY**

- We treat illnesses
- Your age defines you
- Doctor payor and provider are the decision-makers
- Healthcare is vertical, centralized and episodic resource
- Best currency is good insurance
- Repeatedly treat and release our aging population
- Closed, hard to access data
- Manage for efficiency

**TOMORROW**

- We predict and prevent
- Your identity defines you
- Patients and doctor collaboratively are decision-makers
- Health and wellness is a horizontal resource embedded in our daily lives
- Best currency is good health
- Aging populations have continuous access to services that promote health and sustain independence
- Open, transparent data
- Manage for positive outcomes: patient satisfaction and engagement
WHO IS GENSLER
Gensler is a global architecture, design, and planning firm with 43 locations and over 3,500 professionals in Asia, UK, and the Americas. The firm has over 2,145 active clients in virtually every industry and delivers projects as large as a city and as small as a task light for an individual’s desk.

Gensler believes in the power of design to positively affect people, organizations and communities on many different levels. Our philosophy centers on redefining what’s possible, through design that’s inspirational as well as performance-driven, and founded in the specific vision and aspirations of each client.

We listen—to our clients, their clients and employees, and to the multiple stakeholders involved in any project. Our process is interactive and truly client-centric because we know that the more collaborative we are, the more value clients gain from the power of design.
Practice Areas
Aviation & Transportation  Mission Critical
Brand Design  Mixed Use & Entertainment
Commercial Office Buildings  Planning & Urban Design
Consulting  Product Design
Corporate Campus Headquarters  Professional Services Firms
Creative Media  Retail
Education & Culture  Retail Centers
Financial Services Firms  Science & Technology
Health & Wellness  Sports
Hospitality  Workplace

Locations
Abu Dhabi  Minneapolis
Atlanta  Morristown
Austin  New York
Baltimore  Newport Beach
Bangalore  Phoenix
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Hong Kong  Shanghai
Houston  Singapore
La Crosse  Tampa
Las Vegas  Tokyo
Los Angeles  Toronto
Miami  Washington DC

Sarah Bader
Firmwide Health & Wellness Practice Area Leader
Sarah_Bader@gensler.com

Barbara Bouza
Firmwide Health & Wellness Practice Area Leader
Barbara_Bouza@gensler.com

Nila R. Leiserowitz
Firmwide Health & Wellness Practice Area Leader
Nila_Leiserowitz@gensler.com

Gensler
11 East Madison, Suite 300
Chicago, Illinois 60602
www.gensler.com