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July 2010

The Milestone (on) Times

Some News That's Fit to Print

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Dear Caryn,

Summer is here! This month, we are featuring the St. Luke's Community Emergency Center (CEC) and Medical Clinic at the Fairmont San Felipe, now a year old. Guest author Kathy Hathorn writes about the measurable impact of art in healthcare facilities. Milestone is still growing, and we are introducing you to Matthew Molder, our new office manager. Of course, you may unsubscribe at any time if you do not wish to receive future mailings. Just use the "Unsubscribe" button at the bottom of the page.



St. Luke's CEC and Clinic at the Fairmont San Felipe Celebrate 1-Year Anniversary

The SLEH Community Emergency Center and Medical Clinic, located at the Fairmont on San Felipe, are two of the latest neighborhood healthcare offerings from St. Luke's Episcopal Hospital.



Photography by Geoff Lyon

The project occupies 31,000 square feet on the first floor of a mixed-use project, the Fairmont on San Felipe, a high-end residential project by developer Sandy Aron. The CEC has 14 exams rooms, 2 triage rooms, lab facilities and a CT and digital radiography suite. The CEC's first location on San Felipe opened in 2002. Joseph Robertson, St.

Luke's Service Line Director, worried about moving to a new and much larger space, 3 times the size of their previous location. Robertson describes the new facility as a modern community ER; with dual corridors that separate the private patient areas from the staff support and work spaces. Says Robertson, "Our patients enjoy comfortable surroundings in private exam rooms, and the staff enjoy ample work space, with supplies and technology all within close reach; and patients are a glance away in exam rooms."



Photography by Geoff Lyon

The adjacent Medical Clinic has 12 exam rooms in addition to support spaces, work rooms and offices for staff. Nicole Thomas, Director of Service Line Development and Operations,

praises the clinic's aesthetic and functional elements. Thomas remarks that patients really appreciate the unique rock and stone countertop at the check-out desk, often comparing it to a work of art." Thomas also comments on the layout of the clinic: "Physicians enjoy the efficient patient flow, which follows a rectangular pattern, allowing patients to enter and exit through separate doors." She further comments: "The design for St. Luke's Medical Clinic meets the needs of both patients and physicians, a true compliment to Milestone Project Management who helped us implement it." *Thanks for the compliment, Nicole!*

RTKL of Houston, Texas was engaged by St. Luke's to develop plans, specifications and to provide interior design services for the CEC and Clinic. The project team also included Wylie & Associates Consulting Engineers (MEP) and Walter P Moore & Associates (Structural). Structure Tone Southwest (formerly Constructors & Associates) was the Construction Manager and General Contractor for both projects.

Making an Artful Impact on Health

By Kathy Hathorn, EDAC
CEO & Creative Director, American Art Resources



Prentiss Women's Hospital

Thankfully, the days of cold, sterile, pearl-white healthcare environments are fading fast! Art is playing a huge role in how patients and staff experience their time in hospitals. Research has now linked the effect of the "right" art to measurable health outcomes such as reduction in stress, pain perception, and anxiety. Art has also been tied to increased patient and staff satisfaction.

Hospitals used to buy art with any money that was "left over" in a construction project. Today, owners and managers realize the many opportunities that the right art offers and are securing art budgets early on in the construction process. It's pretty typical to allocate

\$1.00 - \$2.00 per gross square foot to an art budget. It's no longer an after thought but a great way to improve the care process, enhance wayfinding, reinforce image and brand, and increase philanthropy. That's a huge ROI if the art does all that it promises.

For example, facilities have seen reduced rates of PRN meds requested when patients could view evidence-based art. East Alabama Medical Center estimated that the art in a psychiatric holding area would save the facility \$10,000 to \$30,000 annually in combined costs of meds and staffing. Children's Medical Center Dallas found that children behaved better in waiting rooms when the right art was installed and that parents thought their wait time was less. A new study funded by the Center for Health Design suggests that evidence-based art has played a significant role in reducing the staff stress level in one of the country's largest public hospital ER's.

St. Luke's The Woodlands art program is a great example of how an evidence-based art collection has served the facility on many levels. Patient and visitors are greeted by a peaceful Texas Hill Country painting in the lobby that equates to the quality of care that the facility provides. Sophisticated images familiar to the residents of the hospital's service area give a level of comfort to viewers that they have made the best choice in care providers. The brand of St. Luke's is as strong at the Woodlands facility as it is in the Texas Medical Center.

MD Anderson has also used art as an integral part of its branding program. In a 2007 survey of the art program at their Mays Clinic, a 780,000sf outpatient facility, one patient summed it up by saying, "MD Anderson is NOT a hospital! It is a healthcare experience - a consumer experience."

It doesn't get much better than that! Northwestern Memorial Hospital in Chicago created an entire ad campaign based on their evidence-based art program with the tag line, "A hospital so good that even the art makes you better!" And Sacred Heart Medical Center RiverBend in Springfield, Oregon uses their evidence-based art program as part of a VIP tour for potential donors.

The key is the RIGHT art, and for that, it's elemental to use research to understand what makes a work of art appropriate. Too much research has been watered down to the point where "evidence-based" art means nature photos - which just isn't the case! In the end, it is a complex set of variables that make a work of art therapeutic in nature. Roger Ulrich's work



Memorial Hermann

lays the groundwork. Our firm has been conducting research in the field since 2006 and has numerous studies available about art in the healthcare environment. For additional information, feel free to contact Upali Nanda, Ph. D., Director of Research, American Art Resources at upali.nanda@americanartresources.com.

Milestone Welcomes Matthew "Agent" Molder



The Milestone team is happy to announce that Matthew Molder has joined the firm as their new Office Manager.

As the seventh member of the Milestone team, Matthew brings a new voice to our communications with clients and consultants.

Matthew has an interior design background and has worked most recently with Morris Architects/CDA+ in their healthcare studios. Matthew enjoys traveling around the country, experiencing architecture and other cultural events. Please be sure to give him a warm welcome!

We hope you've enjoyed this issue of our newsletter. Be sure to check out our [website](#) once in a while and check out our [blog](#) postings.

If you would like additional information about Milestone Project Management, or to give us feedback on this newsletter, please email us at info@mpmllc.com.

Sincerely,

MILESTONE PROJECT MANAGEMENT

Scott LaTulipe	Bill Eide	Merrill Stanley
Caryn Mims	Dana MacMoy	Eric Serna
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