

PUBLIC USE/CIVIC PROJECT



FINALIST

PALO ALTO
MEDICAL
FOUNDATION
WESTSIDE SANTA
CRUZ CLINIC

KEY PLAYERS

Civil engineer:
Ifland Engineers,
Inc.

**Landscape
architect:**
Thomas Scherer
Associates

Signage: PPD
Multimedia

**Geotechnical
engineering:**

Tharp &
Associates

**Land use
planning
contractor:**
Hamilton Swift &
Associates

**General
contractor:**
Bogard
Construction

BY NICOLE SHEREE SAUNDERS
Contributor

Despite its proximity to Silicon Valley, Santa Cruz, a coastal county with a population just under 270,000, has long faced a shortage of primary care doctors.

In the 1960s, the federal government categorized Santa Cruz and 13 other California counties as rural, which meant that, for decades, local doctors were underpaid by as much as 10 percent a year by Medicare. Physicians who might have set up shop in the area decided to go elsewhere, limiting patient access to care, said Tom Hart, vice president of strategy, facility planning and business development for the Santa Cruz division of the Palo Alto Medical Foundation.

This concern was top of mind, Hart said, when PAMF opened its new primary care medical clinic on Mission Street, a key Santa Cruz commercial zone, in June.

The need for doctors is expected to grow, given that county residents who receive health insurance under the Affordable Care Act are required to have a primary care physician.

The new facility, an 18,000-square-foot building which houses 18 medical providers and support staff, consolidates services formerly provided at PAMF's two old-

1301 MISSION ST.,
SANTA CRUZ

18,000
square feet

Notable features:
The design gives special attention to pedestrian-friendly facades; parking for 88 cars; a new bus shelter; 20 bike parking spaces.



COURTESY PHOTO

er offices downtown and on the westside. Those older clinics, Hart said, were small, at just 5,000 square feet each, and unable to hold additional staff.

What's more, he said, they had been designed under "an outdated delivery care model," and PAMF is moving away from that.

The new offices follow a "kitchen design," minimizing the steps the health-care team expends walking to work stations or equipment during each patient visit. The more efficient layout, which was constructed with physician feedback, is meant to give the medical team extra

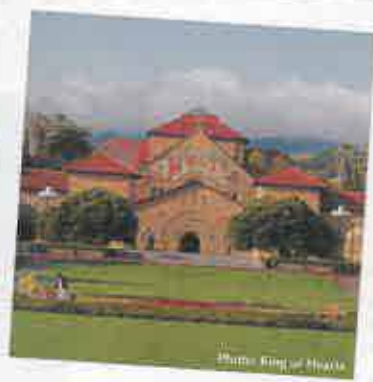
time to spend on patient activities, such as responding to calls.

The new clinic also includes pediatric services, a first for the area, and a designated space for Shared Medical Appointments, in which multiple patients with the same condition are seen as a group, to share information and avoid a logjam.

Besides improved access to care, Hart said the project cleaned up a former run-down strip mall and generated job growth. Hiring primary care physicians and other staff "creates long term job growth and supports the nearby commercial businesses."



Before



The happy client



After

Managed Services

- IT Infrastructure
- Rack stack & patch
- Hardware & patch surveys
- Decommissioning
- Operational management
- Staffing
- Datacenter
- Capacity planning
- Materials & asset coordination
- Operational management
- DCIM

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