

MIDMARK CASE STUDY

DESIGNING FOR PATIENT CARE:

MIDMARK HELPS GOLD DIRECT CARE CREATE A COMFORTABLE, INVITING PRACTICE

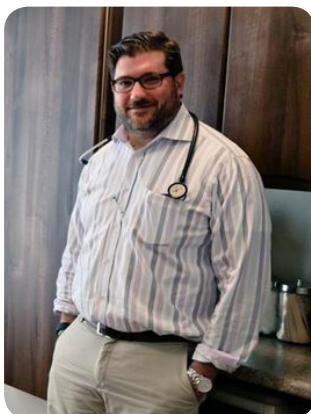
RETHINK THE CLINICAL SPACE

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Gold Direct Care At a Glance

- Location: Marblehead, MA
- Project type: Renovation
- Opening date: March 2015
- 2 exam rooms
- 12-14 patient encounters daily
- Concierge medical practice



Dr. Jeffrey Gold

“When we first spoke with Dr. Jeffrey Gold, there was no denying he was a passionate family physician who cared about his patients,” said Nate Williams, Midmark sales representative. “He explained that he was planning to open his own practice and he wanted our help in implementing a patient-centered design approach to ensure his exam rooms were focused on the patient/physician interaction and relationship. Above all else, he wanted his patients to feel welcome and comfortable.”

After more than seven years practicing medicine as part of a physicians group, Dr. Gold had decided to open his own solo practice, Gold Direct Care PC, in the Greater Boston area. The move was driven by his desire to find a better way to handle the business of primary care that would allow him to spend as much time as needed with his patients.

Dr. Gold wanted his patients to feel comfortable and welcome in his new practice. He wanted to avoid the uninviting experiences many patients have with office visits, and instead create an environment where they could relax. He did not want his exam rooms to have the standard colors and sterile feel to them.

Designing a Better Exam Room

“I could no longer be one of those physicians who, everything they do is focused on how many patients they see a day and how good of a coder they are. It’s not a knock against anyone, it’s unfortunately the situation that exists for many of us in today’s healthcare environment,” said Dr. Gold. “I wanted to have time to sit with my patients, talk with them, listen to their concerns and work together with them on treatment plans and next steps. Seeing 20 to 25 patients a day is not something I wanted to do.”

After speaking with a few physicians, Dr. Gold realized that the Direct Primary Care model would allow him the flexibility and freedom to focus as much time as needed on his patients. He believed the model would allow him to give his patients the attention and care they deserved.

“The Direct Primary Care model eliminates all third party payers from the practice. By doing this, providing high quality care to the patient and their family becomes the primary goal rather than rushed visits and high volume,” said Dr. Gold.

To exemplify this increased focus on the needs of the patient, Dr. Gold wanted his practice, as well as the furniture and equipment within it to be comfortable and inviting, while at the same time functional and efficient. Dr. Gold’s wife, Laura Gold, was actually the one who recommended he meet with Midmark, a leading medical solutions provider and leader in digital diagnostic devices for ambulatory care. After researching various medical equipment providers, she felt Midmark could help make their vision a reality.

Midmark worked with Dr. Gold to identify the clinical furniture and equipment that would best help him realize his vision. The Midmark team set up a mock exam room and brought in equipment to show how the room could be configured. The team explained how casework designed specifically for medical environments is often more durable than common wood casework, and could even have an esthetic affect on the image of the practice to patients. They shared color swatches with Dr. Gold and helped him pick the type and color of casework he felt would offer the best functionality while providing a warm, inviting feel to the room.



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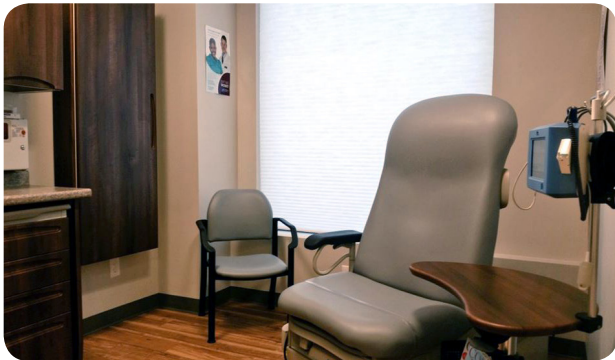
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Gold Direct Care mock exam room during construction



Gold Direct Care final exam room



"Working closely with the Midmark team helped me identify exactly what would work best for my practice and patients," said Dr. Gold. "For instance, we had originally planned for the exam rooms to be 8'x10'. Midmark helped me realize that we needed to increase that to 9'x10' to provide a little extra space so the patient would feel more comfortable. I also realized I could conserve space by replacing the regular exam room door with a pocket door and having a mobile cart that could be wheeled under the counter when not being used as a table."

In January 2015, Dr. Gold's 16,000 square-foot practice opened, featuring two exam rooms and two offices containing Midmark equipment and furniture. The exam rooms feature Midmark 625 Barrier-Free® Power Examination Table with built-in digital scale, Midmark 6205 Care Exchange® Workstations, Midmark IQvitals®, Midmark IQecg® Digital ECG, Midmark IQspiro® and Ritter 253 LED medical exam lights.

Conclusion

Six months after his new practice opened, Dr. Gold is 66 percent to his total patient goal, and very pleased with his Midmark experience.

"From the beginning, the Midmark team helped make the process of setting up my practice easier. They understood what we wanted and they guided us to a customized patient-centered design that could be implemented within our office. They helped us take the needed time in the beginning to make sure we made the right decisions that ultimately would impact patient outcomes. I appreciate it, and I know our patients appreciate it."

In fact, since opening the practice, Dr. Gold has received numerous compliments on how nice and comfortable the rooms and exam tables are. One of his patients, Louisa Greene, recently wrote to him to let him know what a pleasure it was to come to his office.

"Everything is well laid out, the atmosphere is so calming and the rooms are spotlessly clean," wrote Greene. "You have such clever equipment in your exam rooms, especially that amazing chair that can move in every direction, weigh me and allow me to sit comfortably while I am waiting to see you and not feel as if I was sitting on an operating table. It's just small elements such as this that add up to making a visit to your office such a pleasure."

For Dr. Gold, this type of patient feedback makes it all worth the effort.

"The best part of my job now is that I'm able to engage with my patients in a tasteful and welcoming office. I can greet them as people rather than numbers and provide better patient care," said Dr. Gold. "Midmark played a big role in helping me achieve that."