



Addition to the 1948 Building at Ephrata Community Hospital for New Pharmacy and Medical Records Department

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"The *Picture* of Health!"



Bob Graupensperger,
Executive Vice President & C.O.O.
of Ephrata Community Hospital in Lancaster County



Bill Hendrick,
Senior Vice President & C.O.O.
of Good Samaritan Hospital in Lebanon County

With a combined 37 years of leadership in the healthcare field, we asked them the following questions regarding the recent boom in hospital construction and changes in the healthcare industry.

Q. According to a recent USA Today® article, the US is in the middle of the biggest hospital construction boom in half a century. What do you believe is driving this explosion of growth?

A. Bob Graupensperger: Many hospitals are choosing to upgrade and expand to meet the needs of the growing number of baby boomers who are reaching an age of utilizing increasing health care services, in addition to keeping current with technological advancements in all medical fields. Certain regions are also experiencing overall population increases and everyone is realizing a patient desire for quicker, easier access to services.

Q. How has technology impacted today's hospitals and yours in particular?

A. Bill Hendrick: Advances in technology have led to significant improvements in patient care. The Good Samaritan Health System just completed a major expansion project. New technology was a significant part of the cost of the project in both equipment purchases, and additional space to support advanced technology i.e. larger operating rooms.

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"The *Picture* of Health!" (Cont'd)



MRI Room at Good Samaritan Hospital



Control Room Looking into MRI Station at Good Samaritan Hospital



Cath Lab Nurses Station at Ephrata Community Hospital

DID YOU KNOW?

Firm Partner, Bob Hoffman, has served as a hospital President & Chief Executive Officer?

Let us put our unique healthcare experience to work for you in designing your next project!

Q & A | *Two Healthcare Leaders share their thoughts on today's hospitals*
Today's Healthcare

(Cont'd)



Pharmacy Work Area at Ephrata Community Hospital

Q. Are you finding certain medical specialties are more in demand than others (such as orthopedic, neonatal, etc.)?

A. Bob Graupensperger: What we're finding is that all specialties are difficult to staff because not enough people are entering the health profession field. This is true at all levels including physicians, nurses, therapists and technicians. The health profession fields are not producing enough people to care for what the medical needs are going to be in the next 10-15 years, especially with the growth in population due to aging baby boomers who will be receiving more medical services. The high premiums associated with physician's liability insurance may have influenced some of this decline, especially in Pennsylvania.

"The health profession fields are not producing enough people to care for what the medical needs are going to be in the next



10-15 years..."

Bob Graupensperger, Executive Vice President & C.O.O. of Ephrata Community Hospital

Q. What would you say is the biggest challenge the hospital industry is currently facing?

A. Bill Hendrick: The biggest challenge the hospital industry faces is really a number of significant challenges occurring at the same time. These include staffing issues at both the physician and professional level, reduced reimbursement from payors, the need to keep pace with rapid advances in technology, niche market competition, and demographic trends that will stress available capacity.

Q & A | Two Healthcare Leaders share their thoughts on today's hospitals
Today's Healthcare

(Cont'd)

Q. Is the percentage of outpatient surgery increasing and how are you addressing this movement?

A. Bob Graupensperger: Outpatient surgery is certainly increasing more rapidly than inpatient surgery. Since 2000 our inpatient surgical volumes have increased by 17% and outpatient surgical volumes have increased by 43%. The shift from inpatient to outpatient is based on technology capabilities and new procedures. Since 1998 we've added seven surgical suites dedicated specifically to outpatient services.



Cath Lab Procedure Room at Ephrata Community Hospital



Resident's Dining Area in the Pinecastle Facility at Brookline Village

Senior living designed with home in mind...

INSERVICE The Pods, the Green House, the Homelike Atmosphere, these are a few of the senior living designs born of cultural change in the American lifestyle.

These designs have developed over a period of years through tremendous research. Beers & Hoffman has been developing and designing senior living communities for the past 25 years, and along with Lorraine Hiatt, Ph.D, a New York City Consultant, initially introduced and received approval from the Pennsylvania Department of Health for the first state of the art Pod Design at a facility in Hollidaysburg, Pennsylvania in 1990.

More recently you may have heard about the Green House Project, one of the newer approaches in long term care facilities, developed by Dr. William Thomas. The Green House consists of 8 to 12 residents living in a home like atmosphere within a single independent building. Each resident has a private room with bath. The building's center hub includes a living, dining and kitchen area. The meals are prepared daily in each facility fostering aromas and memories of Mom's home cooked meals of the past.

A slight variation of the Green House is the Homelike Atmosphere Design. This design is almost identical except it is incorporated into a larger facility and not an independent building or house itself. One of our most recent uses of this type of design concept is Pinecastle at Brookline Village in State College, Pennsylvania which was completed in 2004.

Staffing responsibilities and scheduling often change dramatically at these new kinds of facilities to achieve the "homestead" atmosphere.

These are indeed exciting times for health care as we seek to better understand the needs of our aging population and provide the best care in a warm and familiar environment. If you are interested in exploring this type of setting for your long term care facility, please feel free to contact our office and we will be delighted to assist you.

"Satellite facilities are more convenient for patients and provide more rapid treatment/test time."



Bill Hendrick, Senior Vice President & C.O.O. of Good Samaritan Hospital

Q. Are you seeing a demand for satellite facilities in your area? If so, what is your approach to meeting this need?

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A. Bill Hendrick: The Good Samaritan Health System recognized the need for satellite facilities many years ago. Satellite facilities are more convenient for patients and provide more rapid treatment/test time. We have a number of satellite facilities located throughout our market area.

Q. Do you find emergency rooms being used for routine minor treatments and what action/options are being considered to alleviate this trend?

A. Bob Graupensperger: Overall everyone is seeing an increase in utilization of emergency services. A year ago we increased the size of our emergency services department by 33% and established "E Care". We triage the patients and separate those who will require more critical care from those who will benefit from "E-Care" which provides more standard emergency services. "E Care" allows for a faster response to each individual's needs.



MRI Waiting Room at Good Samaritan Hospital



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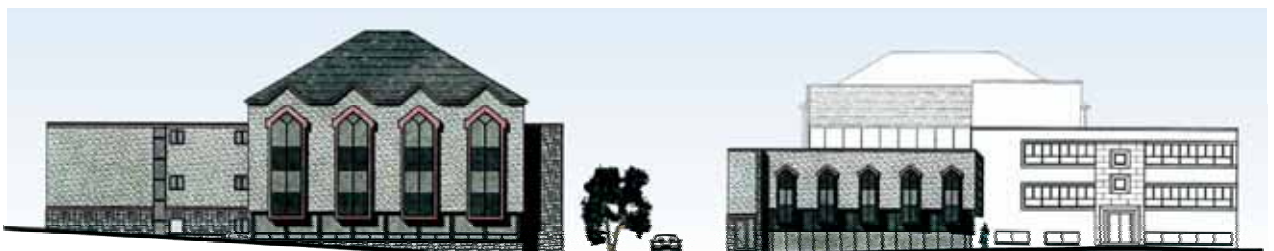
Calder Alley Elevation



McAllister Street Elevation

A Warm Welcome at St. Paul's United Methodist Church

It is a pleasure to be working on another project with our friends at St. Paul's United Methodist Church in State College, PA. This time their focus is to create a unified campus environment for all of their facilities, along with upgrading current mechanical systems. A new entrance lobby will be provided by modifications made to the main church building and the Wesley Student Center. Along with that, the Christian Education building will be getting an exterior facelift that will compliment the original church's exterior. These enhancements promote St. Paul's vision of providing a more welcoming environment both for visitors and current members.



Locust Street Elevation

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