

HEALTHCARE ADVISORY SERVICES

TURNING INSIGHT INTO IMPACT





HEALTHCARE ADVISORY SERVICES

Introduction

Flad's Healthcare Advisory Services combines data, research, and purposeful innovation to create healthcare environments that work better for patients, providers and staff, and operations. Using an evidence-based approach grounded in Lean principles and design thinking, we generate solutions that go beyond best practice and deliver measurable, lasting impact.

Our multidisciplinary team brings together healthcare planners, architects, clinicians, researchers, data analysts, industrial engineers, computer scientists, computational designers, and other healthcare experts. Together, we research and understand how the built environment influences experience, efficiency, and clinical outcomes, and use that insight to create higher performing buildings.

Through leading-edge technology, predictive tools, applied research, data science, and process improvement, we explore, test, and develop enhanced design solutions. We translate complex data and bold ideas into clear actionable strategies and align strategy, operations, and space to ensure the highest and best use of resources.

Our approach reinforces Flad's dedication to continuous improvement. By integrating analytics, research, and process improvement into every stage of planning and design, we drive efficiency, improve outcomes, and deliver adaptable healthcare environments built for the future.



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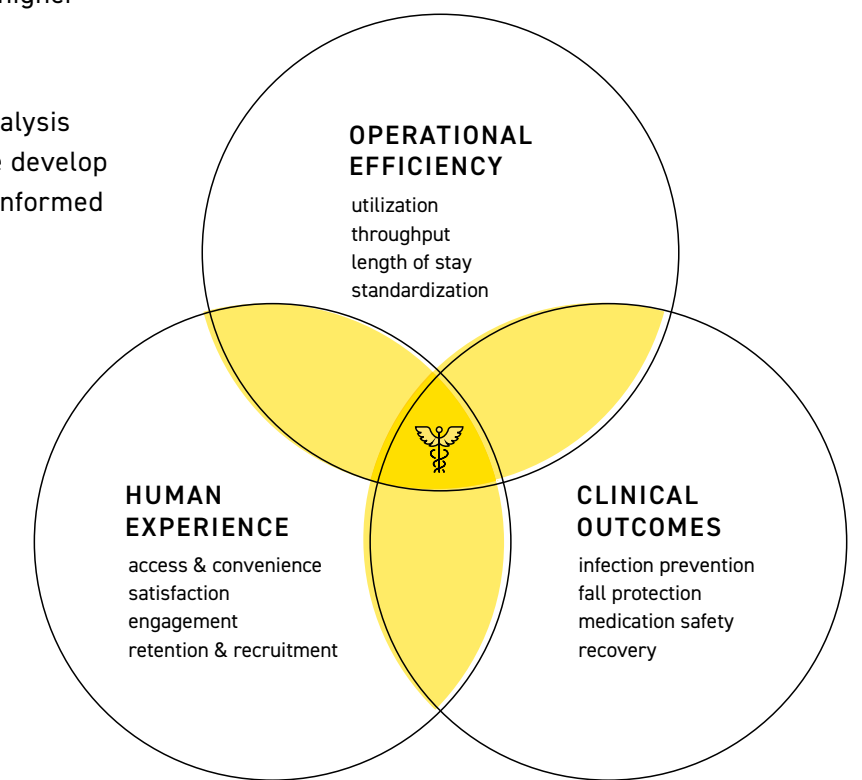


PURPOSE AND PRINCIPLES

Insight-driven planning.
 Human-centered design.
 Better healthcare environments.

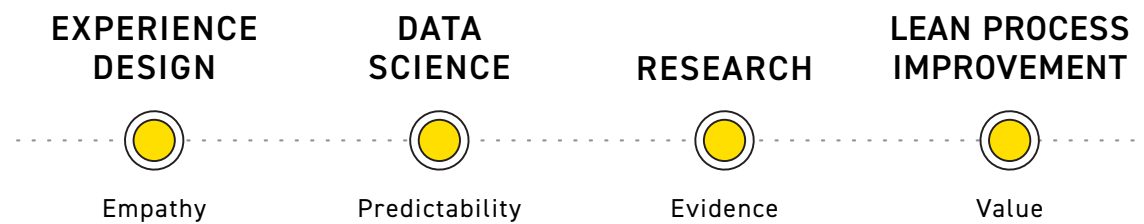
We research how the built environment influences **experience, operational efficiency, and patient outcomes**, and apply those insights to shape higher performing buildings.

By blending rigorous analysis with design thinking, we develop solutions that are both informed and inventive.



An integrated, informed approach.

We bring together data analytics, research, process improvement, and design thinking to generate insight that leads to smarter healthcare environments - enhancing human experience, improving efficiency, and achieving better clinical outcomes.



▶ INVESTIGATE

We investigate how the built environment influences behavior, performance, and the healthcare experience. Through targeted questions and active listening, we uncover project needs and vision that guides design.

▶ DEFINE

We define the right problems and solutions, balancing evidence and innovation. We combine in-depth analysis with creativity, leading to solutions that are both innovative and practical.

▶ INFORM

We apply insight to inform smarter, data-driven decisions that deliver higher performance. We ensure space is designed to accommodate future operations and not the other way around.

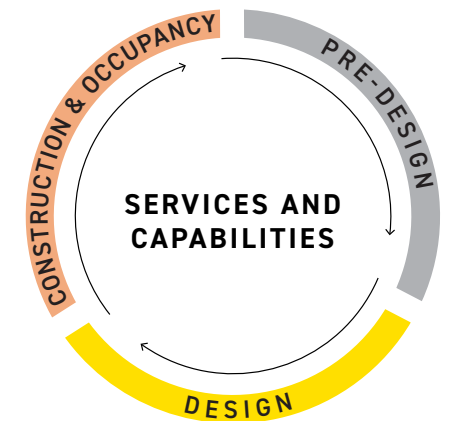
▶ OPTIMIZE

We optimize resources and promote the highest and best use of space. We determine the most effective solutions, recognizing that operational challenges do not always require facility investment.



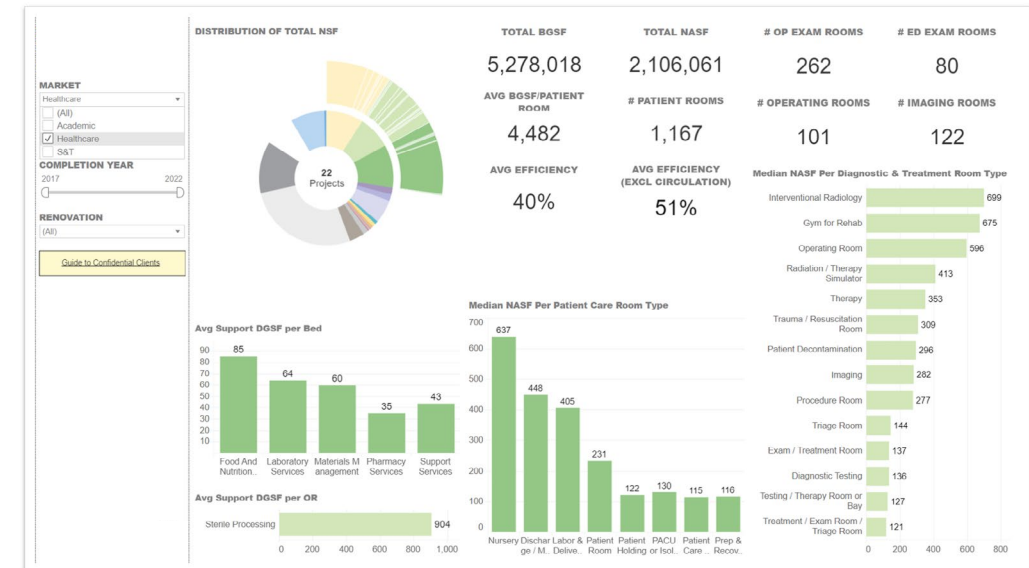
SERVICES AND CAPABILITIES

- Strategic Planning and Visioning
- Analytics and Predictive Modeling
- Occupancy Evaluation
- Facility Assessment
- Space Utilization Analysis
- Evidence-based Design
- Lean Process Improvement
- Stakeholder Engagement
- Change Management
- Transition Planning and Support



ANALYTICS

Data-driven insights supporting informed planning and right-sized healthcare facilities.



- ▶ MARKET ANALYSIS
- ▶ CAPACITY AND ACTIVITY ANALYSIS
- ▶ GROWTH PROJECTIONS
- ▶ OPERATIONAL AND SPATIAL BENCHMARKING
- ▶ STRATEGIC AND DEPARTMENTAL PROGRAM DEVELOPMENT
- ▶ SCENARIO PLANNING AND SENSITIVITY ANALYSIS

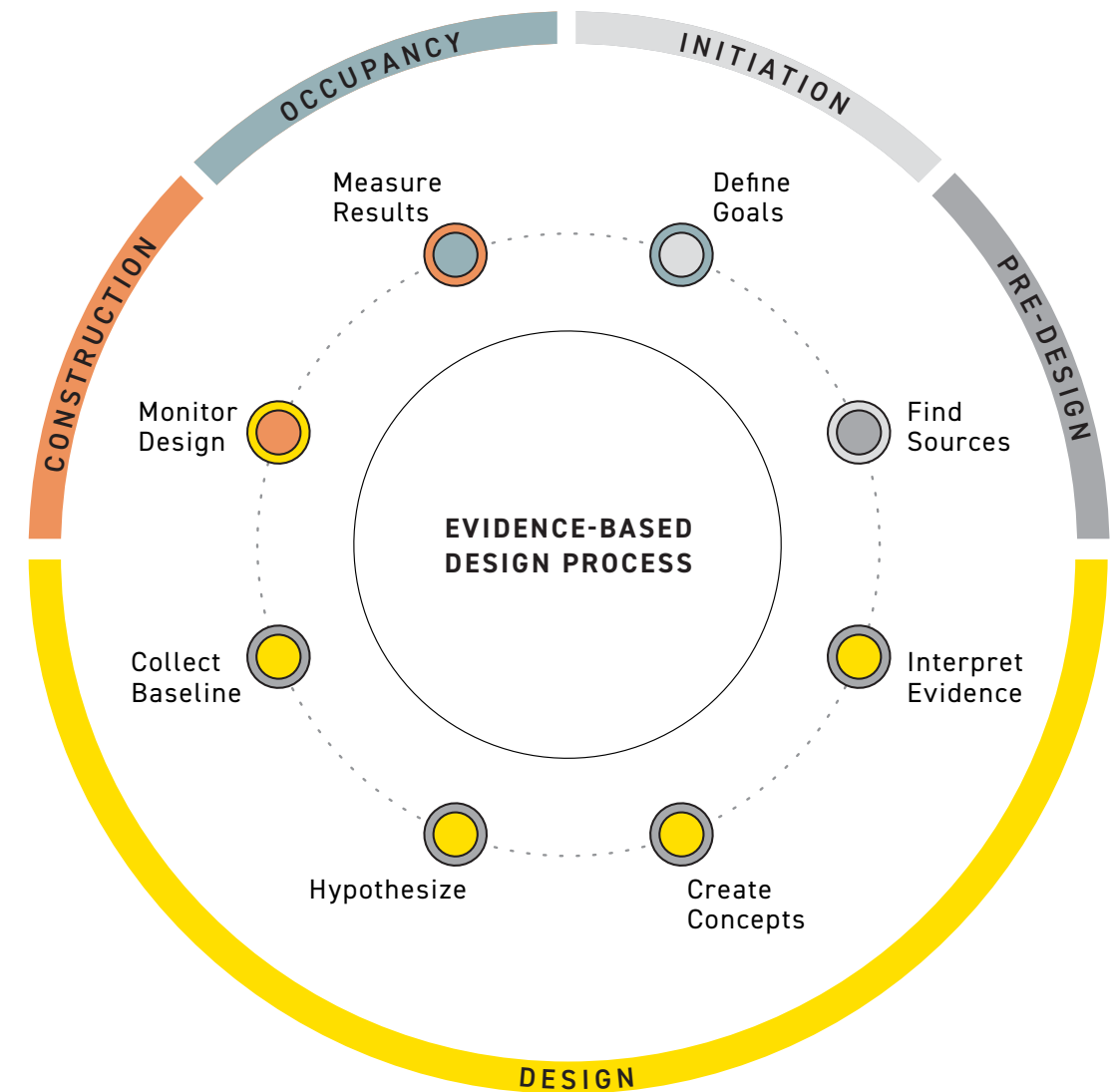
DESIGN RESEARCH

Informed design decision-making based on credible research-based evidence.

- ▶ LITERATURE REVIEW
- ▶ EVIDENCED-BASED DESIGN AUDITS
- ▶ CRITICAL-TO-QUALITY (CTQ) APPLICATION
- ▶ BASELINE EVALUATION
- ▶ OCCUPANCY EVALUATIONS (PRE AND POST OCCUPANCY)

METHODS

- Gemba walkthroughs
- Surveys
- Observations
- Retrospective data analysis




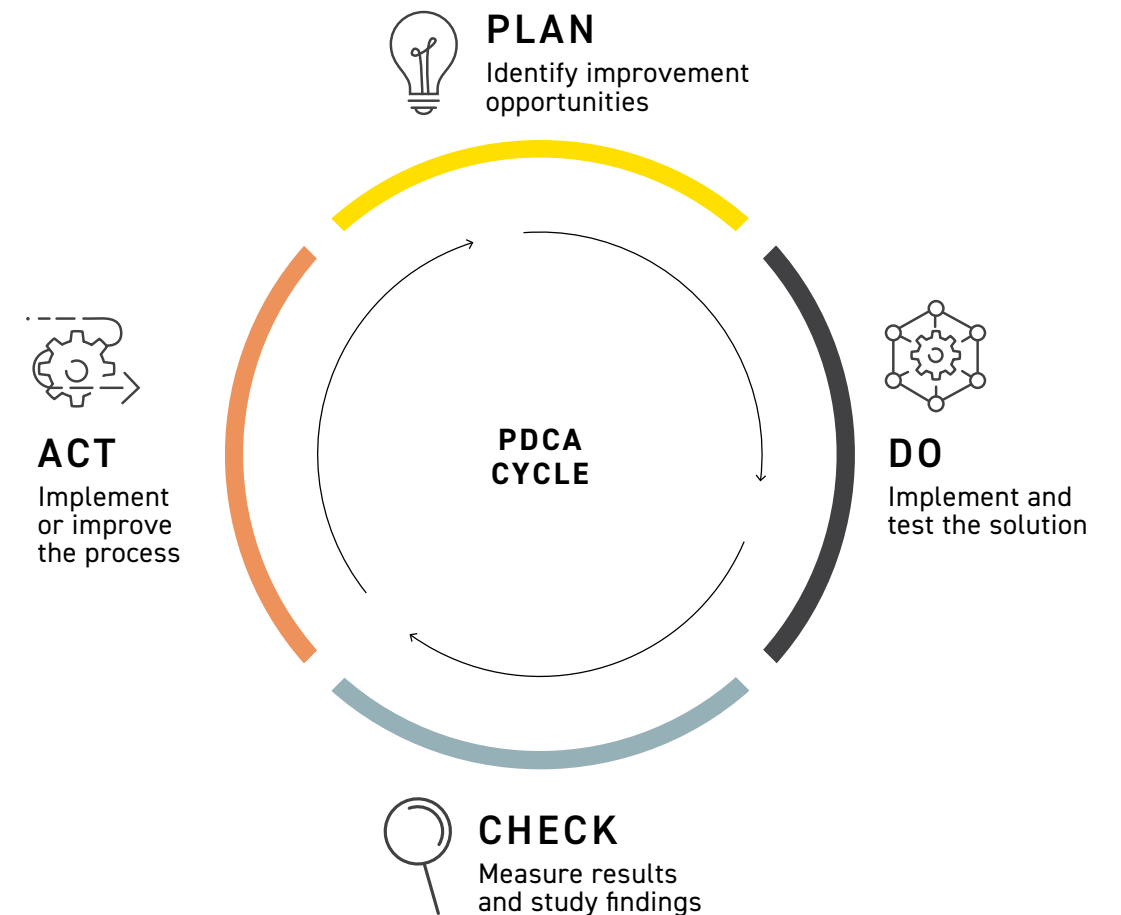
The Center for Health Design. (2008).
EDAC study guide 1: An introduction to evidence-based design. Concord, CA.

PROCESS IMPROVEMENT

Translating operational needs and improved processes into effective facility design.

- ▶ VOICE OF THE CUSTOMER
- ▶ PATIENT JOURNEY MAPPING
- ▶ A3 PROBLEM-SOLVING AND IMPROVEMENT
- ▶ VALUE STREAM AND PROCESS MAPPING
- ▶ WASTE WALKS
- ▶ ROOT CAUSE ANALYSIS
- ▶ 3P TRANSFORMATION
- ▶ RAPID PROTOTYPING AND SIMULATIONS
- ▶ STANDARD WORK AND PLAYBOOK DEVELOPMENT
- ▶ TRANSITION PLANNING AND CHANGE MANAGEMENT

 [Click Here to Learn More >>](#)
Engaging Users with 3D Visualization





VALUE-ADDED ACTIVITIES

Producing insight.
Informing solutions.
Impacting outcomes.

- ✓ Understand existing conditions and needs through quantitative and qualitative data collection and analysis.
- ✓ Establish shared vision, guiding principles, strategy, and goals through multidisciplinary stakeholder engagement.
- ✓ Identify success metrics and criteria to evaluate options, design, and post-occupancy performance.
- ✓ Find and interpret relevant evidence from internal and external research.
- ✓ Ask the right questions and apply evidence and analytics to establish planning principles and develop strategic space program.
- ✓ Apply creative problem-solving and design thinking to develop innovative solutions aligned with vision, principles, and goals.
- ✓ Evaluate and test options and solutions against criteria, research, benchmarks, and best practice to predict impact.

INDUSTRY LEADERS

While focused on the needs of our clients and the occupants of the environments we partner to create, we are honored to earn industry recognition for excellence in evidence-based design, innovation, and continuous improvement.

Knowledge Sharing

PRESENTATIONS

- **Transforming Care: Leveraging Post-occupancy Insights to Shape the Next Hospital Design**
HCD 2025
[Learn more >>](#)
- **Transforming Inpatient Unit Design with POE Outcomes**
PDC 2025
[Learn more >>](#)
- **Community-Focused, Resilient Hospital Design for a Growing Population**
EDRA56
- **Transforming Care Delivery of a Transplant Clinic: Effective Design and Technology Strategies for Efficiency and Collaboration**
EDRA 55
- **From Underutilized to Unmatched: High-impact Clinic Design**
NeoCon 2025
- **The Little Clinic that Could: Repurposing Space for a Program of Distinction**
HCD 2023

POST-OCCUPANCY SUMMARIES

- **Evaluating a New Model of Care**
Lee Health, Coconut Point
[View summary >>](#)
- **Evaluating a Consolidated Transplant Clinic on Patient Experience and Staff Efficiencies**
UW Health, Pleasant T. Rowland Transplant Clinic
[View summary >>](#)
- **Transforming Inpatient Unit Design with POE Outcomes**
Sarasota Memorial Hospital, Venice
[View summary >>](#)

Design Research Awards

THE CENTER FOR HEALTH DESIGN, TOUCHSTONE AWARD

- **Gold (2025) & Silver (2023)**
UW Health, Pleasant T. Rowland Transplant Clinic
- **Platinum (2024)**
Sarasota Memorial Hospital, Venice



ENVIRONMENTAL DESIGN RESEARCH ASSOCIATION (EDRA), CERTIFICATE FOR RESEARCH EXCELLENCE (CORE)

- **CORE (2025)**
Sarasota Memorial Hospital, Venice
- **CORE Merit (2024)**
UW Health, Pleasant T. Rowland Transplant Clinic





Flad Architects is a national planning and design firm committed to creating environments that enhance human potential. In partnership with leading research organizations, universities, healthcare institutions, and science-based companies, Flad designs innovative facilities that enable revolutionary discoveries that have a profound impact on society.

Over 95 years of passionate and rigorous focus on buildings devoted to the sciences has earned Flad consistently high rankings among the top 20 architectural firms, both overall and in the specific areas of science & technology, academic, and healthcare design.

[Flad.com](https://www.flad.com)

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The logo for Flad, consisting of a yellow square with the word "Flad" in white text.