



JUICE BAR, WELLNESS CENTER, ALBERTA



PLASTIC SURGEON'S MED SPA, TEXAS

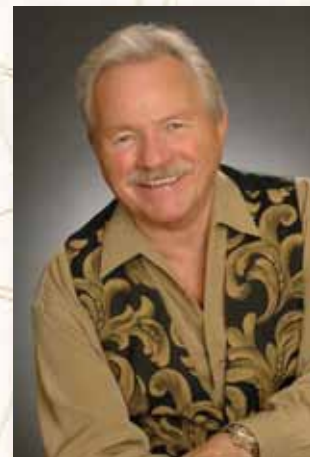


TRAINING CENTER, FLORIDA

DESIGN *for* DOCTORS

10 ESSENTIAL DESIGN SECRETS *of* PERFORMANCE-BASED MED SPA FACILITIES

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INTERNATIONAL
DESIGN CONCEPTS



Doctors in the aesthetic practices ~ cosmetic dermatologists, dentists, and surgeons ~ know that success depends on more than expert surgical skills.

Many factors contribute to a highly profitable practice: a personable, effective staff; strong management; the treatments and spa services you provide. And yet the design of your professional facility - often overlooked - is a **huge factor in how well you perform as well as how your patients feel.**

International Design Concepts (IDC) has designed med spas and wellness facilities for innumerable doctors, with over 25 years' experience in North America and abroad; sharing our expertise at ASAPS and ESI presentations in Toronto, Vancouver, Montreal, Las Vegas and Hawaii.

Our design mantra is simple: It's all about flow. Your patients want a sense of comfort and ease. You want a smooth operating environment that maximizes your time as well as your investment. A precise, strategic design delivers both.

Unfortunately, the vast majority of architects are not aware of the unique requirements of medical spas. Doctors need to partner with design professionals who understand how to optimize the space for their needs, in addition to creating a beautiful environment.

We offer our top 10 design factors that all doctors should consider. These design secrets apply whether you are creating a totally new med spa or simply adding service rooms to an existing practice. Our goal is to empower you to make wise choices.

1. YOUR PATIENT'S EXPERIENCE IS PARAMOUNT.

A successful business is built on client referrals. How can you motivate patients to share with their friends? Help them to fall in love with your practice by providing a seamless, superlative experience from beginning to end.

You know how you feel when you enter a space that's designed with your needs in mind. It simply feels good to be there, whether you are waiting or recovering.

How does your patient feel when she enters your facility? Does she immediately sense your concern for her well-being, or does she feel like just another customer in line? How does she feel pre- and post- and in your operating suite? Relaxed, or tense? How does she feel as she's leaving?

Her mood and attitude are influenced by the design of your facility. Colors, lighting and textures that soothe the senses and an elegant, seamless flow all contribute to her positive experience.

Also, consider incorporating wellness programs such as juicing, nutritional counseling, hyperbaric oxygen therapy or infrared saunas into your medical practice. These demonstrate that you care about healing the whole person, and promote health from the inside out. As you create your own balance of high-tech and high-touch services, know that each element has unique design considerations.

2. STRONG FIRST IMPRESSION.

The patient's experience begins with your brand. Does your logo reflect your unique values? Does your website and signage communicate your level of expertise and professionalism?

Consider the entrance to your facility. Curb appeal matters: you only get one chance to make a first impression.

If you're in a professional building, you may not have control over the entry. This is one reason we recommend acquiring or leasing your own building if possible. You have complete control over the parking, landscaping, and the exterior façade as well as the interior space.

At the very least, you can create a welcoming reception area, which also functions very smoothly and efficiently for your staff. Consider including a unique feature that brings the beauty of nature into your space. Water, stone or even creative use of lighting can have a healing, soothing effect.



SURGEON'S TRAINING CENTER AND MED SPA, FLORIDA

3. DON'T BE BOXY.

We are often referred to as “The Doctor’s Designer,” partly because we share an appreciation and understanding of the sculptural beauty of curves.

Sadly, the vast majority of med spa floor plans designed by architects without relevant experience look like a series of boxes. Hallways are long and linear, with a lineup of square doors leading to little square rooms.

While boxy rooms, halls and offices have long been common in hospitals and medical facilities, the effect on patients, as well as workers, is clinical and cold. The old school “Doc in a Box” is evolving to an experience that inspires esthetic trust and enhances healing.

IDC is well known for curvaceous designs that create a sense of flow. We believe that curved walls and graceful flowing rooms are inviting and calm, which improves the experience of all who visit or work in a medical facility. Our clients’ profits and repeat business prove this to be an effective strategy.

4. FLOW MAXIMIZES EFFICIENCY.

Flowing curves are about more than beauty. It’s also ergonomics: the science of creating maximum efficiency with less effort. High efficiency equals higher profits.

Because a surgeon’s time is of paramount value, a smooth working environment optimizes the use of space for performance. With optimal flow designed for reception, halls and treatment rooms, people move more seamlessly.

Although constructing straight, linear walls may be less expensive in the short term, including curves in treatment areas allow you to move quickly and see more patients in a day.

In an ergonomic design the surgeon is located centrally, and is able to smoothly move between patients’ rooms. Imagine being at the center of a hub in a wheel that allows you to flow from patient to patient. We’ve designed suites with just one or two rooms that generate over a million a year, depending on the service.

If the walls themselves can’t be reshaped, curved cabinetry can be designed to fill wasted corner space, as well as provide easy reach to surgical apparatus and tools.



ERGONOMIC CABINET DESIGN, MED SPA, NORTH CAROLINA



WELLNESS CENTER, ILLINOIS



PLASTIC SURGEON'S MED SPA, FLORIDA

5. BE UNIQUE AND ORIGINAL.

You want your patients’ experience to be memorable, the kind of experience they will recommend to others.

In spa design, we call this the “wow” effect. When she enters your space, your client immediately feels inspired, engaged, comfortable, at ease, able to relax. She feels that she is being cared for.

This sense of caring is reflected in many details, from the flowers on the desk to the type of lighting in the surgical suite. And yet you do not want a cookie-cutter solution. Very often the best design choices are influenced by a cultural connection, the unique needs and features of your geographic location, and your personality as a professional.

6. OFFER A SIGNATURE SERVICE.

We recommend that all facilities offer a unique service not available anywhere else in your area. This creates an original statement and is how you stand out in the marketplace: doing what others don’t.

This could be a soothing treatment from around the globe, or a unique twist on a treatment that you specialize in.

You could also add a unique feature to recovery areas that offers a sensory pleasure targeted to your climate and your clients’ specific needs. IDC has collaborated with many medical professionals to create unique signature services, everything from starry skies over a pool to a volcanic Calderium warming room.



**VISUAL MERCHANDISING WITH VIDEO,
PLASTIC SURGEON'S MED SPA, TEXAS**



**HOTEL SPA WITH MEDICAL
SERVICES, WASHINGTON**

7. VISUAL MERCHANDISING.

We've seen one architect's plans include a single, small shelf in the waiting area for product sales. This is a massive oversight, because this particular doctor offers a private label line of skincare products!

Doctors: don't miss a huge opportunity for revenue, one that spas have always embraced. With well-designed visual merchandising, display areas are beautiful, easy to access and positioned throughout your facility, close to where patients receive pre- and post-care.

Your expertise is a valuable merchandise recommendation. Make it easy for your patient to purchase his scripted home care regime as part of the healing process, as well as the skincare products you believe will enhance his appearance.

8. PATIENT EDUCATION.

When the patient fully understands the process she is about to go through, she becomes a partner in the surgery as well as her own healing.

We often include theatre areas for video presentations in our designs. As she's waiting, your patient can learn what to expect. She can also find out about other healing services available at your facility, such as massage offered by a partner.

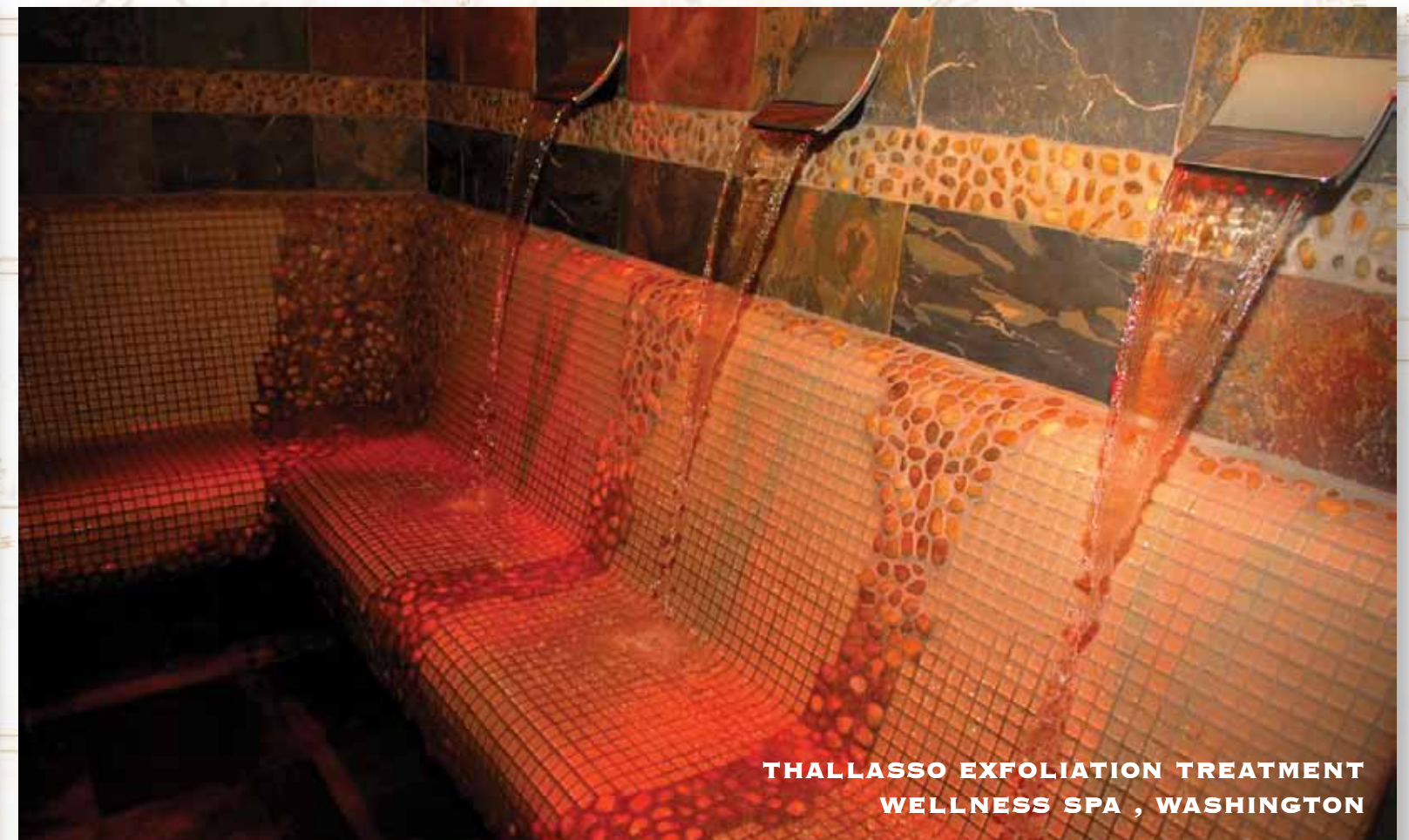
Education is key. When combined with cross-marketing and visual merchandising, doctors can offer valuable information, products and demonstrations for follow-up care as well. This scores points with both patients and profits.

9. DESIGN FOR THE FUTURE.

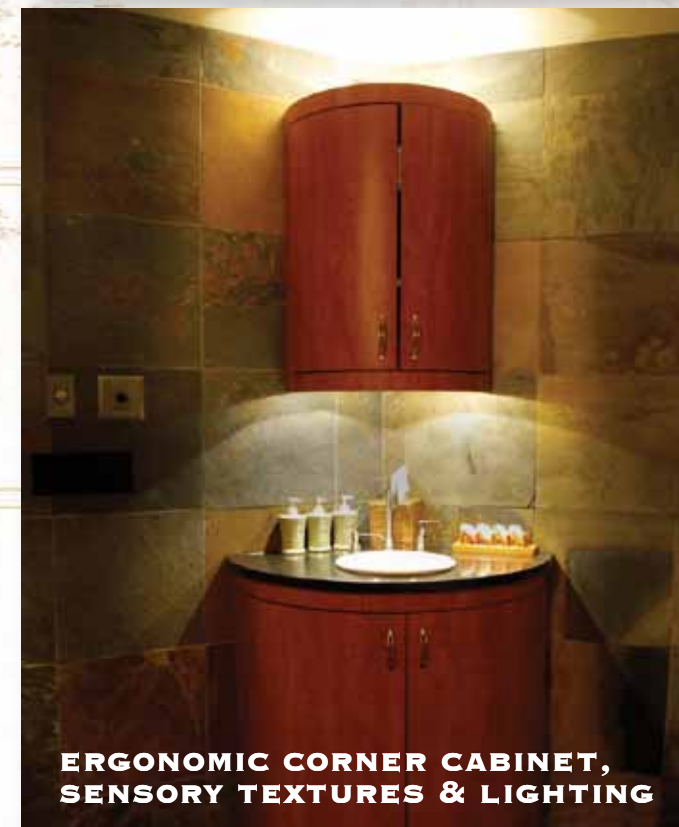
If you limit the potential of your practice from the start, what happens when you experience the Holy Grail of success: patient overload? What if partners wish to join your thriving business?

It's important to consider areas for expansion. Can you lease additional space in the location you are considering? Could you add another level or addition to the building you'd like to purchase?

An experienced design professional can help you strategize growth. For example, a renovation can be done in phases, to minimize disturbance to your current practice.



**THALASSO EXFOLIATION TREATMENT
WELLNESS SPA , WASHINGTON**



**ERGONOMIC CORNER CABINET,
SENSORY TEXTURES & LIGHTING**

10. SPARE THE PAIN: HIRE AN EXPERIENCED DESIGNER.

Good design pays in many ways. Sadly, we often find that doctors' valuable money and time are wasted designing and building ineffective floor plans that simply do not work.

Every week we see plans from unhappy doctors who hired architects who design beautiful homes and offices, but do not understand spas. These architects' plans often present major problems for the physician.

Worst case, serious design flaws such as bottlenecks, overly crowded rooms or underdeveloped revenue opportunities aren't discovered until construction is underway. If not caught in time, work must be torn out, causing heartaches, delays and financial difficulties.

In a current medspa project in California, not enough space was allocated for the number of service stations budgeted in the business plan. The architect also placed plumbing stacks in numerous rooms; a centralized plan would be much less costly and more efficient. Another doctor is paying for mistakes made with the functional requirements of sound, electrical and lighting; the builder's architect plans did not include insulation in the walls or proper air circulation intake in the rooms. His med spa is overbudget and months behind.

For the best return on investment, engage an experienced med spa designer at the beginning. In an upcoming project in B.C. we've already 'found' additional space within the building to develop an underused area, generating more revenue for the doctor.

Bottom line: design-driven value engineering makes a huge impact on profits. Call the professionals at IDC - The Doctor's Designer - for a free consultation on your upcoming renovation or new project.

FOR MORE INFO ABOUT IDC DESIGN & DEVELOPMENT:

**WWW.IDC-DESIGN.COM
800-IDC-1034**