

# MIDMARK CASE STUDY



RETHINK THE CLINICAL SPACE

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## RETHINKING TRADITIONAL PATIENT CARE: MIDMARK HELPS WELL LIFE MEDICAL ENHANCE EFFICIENCY AND PATIENT COMFORT



From the moment you walk into Well Life Medical's Massachusetts practice, you notice it's a little different than many doctors' offices. With soft music playing in the background, the waiting room offers a calm, relaxing environment. The decor and natural lighting are what you might find in a spa or hotel lobby. There's even a kitchen off to the side hosting a cooking class for diabetic patients. Most importantly, the overall patient experience seems to be more pleasant and inviting than what many patients expect when visiting a doctor's office.

This experience was not always the case. The primary care practice's previous office was located in an old building that was, in many ways, completely opposite of the patient experience they wanted. For instance, the exam rooms were too small, and patients and practitioners had to share the same common corridor. Dr. Francis Harte, medical director of Well Life Medical, had a vision for his new space that would embody the practice's mission, and he realized that Midmark could help make it a reality.

*"For lean purposes, we looked at how we and our patients were walking around our space," said Dr. Harte. "We quickly realized we were walking more footsteps than we needed. We looked at workflow models that would help us reduce the amount of walking."*

### Rethinking Patient Care

*"Our mission at Well Life Medical is the pursuit of optimal wellness for all. We blend the best of traditional Western medicine with non-traditional Eastern medicine to create a holistic plan tailored to each person's unique requirements," said Harte. "We knew in order to achieve this, we needed a new space. We needed a design and environment that reflected our focus on the ultimate state of harmony for the mind, body and spirit while helping us achieve optimal patient care, comfort and efficiency. After speaking with Midmark, we knew they could help us accomplish that."*

Dr. Harte had selected a local architecture firm for the project, but before having them begin on the new design, he first took the opportunity to review current processes and equipment needs. With the help of his practice manager, Denise Cordero, they closed the office for two days to review processes with the staff, nurses and patient representatives.

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Dr. Harte also met with Midmark to discuss workflow and design concepts. Midmark shared information on different equipment and room design options that would be most efficient and adaptable to the practice's workflow design needs. To help with the decision-making process, Midmark brought in an exam table and workstation for the practice to trial.

With improved processes identified and the design layout and equipment chosen, Dr. Harte then directed the architecture firm to design a new office that would incorporate and accommodate all of these factors.



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## DESIGNING FOR PATIENT CARE:

MIDMARK HELPS WELL LIFE MEDICAL ENHANCE EFFICIENCY AND PATIENT COMFORT

### Focus on Comfort and Efficiency

The new facility opened in September 2014 with 10 exam rooms with a dual access workflow design that features two doors—one for patient entry and one for caregiver entry. The workflow design simplifies patient flow while enabling increased collaboration and preparing the space for future integration of new technologies.

The exam rooms also feature Midmark 625 Barrier-Free® power examination tables with built-in digital scales and Midmark 6205 Care Exchange® workstations.

*“These two Midmark products together were game-changers for our practice in terms of patient care and efficient use of our space,” said Dr. Harte. “We wanted exam tables that were multifunctional, and we were intrigued about the built-in scale. The tables allow for better access to patients, quicker and safer patient positioning, and vastly improve the overall experience of the exam.”*

*“It’s with our elderly patients where we really see the value of Midmark exam tables. It’s much easier for them to get on and off the table, and they don’t have to stand on a scale to be weighed, which can often be difficult. This feature of the table also leads to better weight data capture. I see more consistency in the data compared to when we used free-standing scales.”*

Dr. Harte also believes that the addition of Midmark workstations dramatically enhances his interaction with his patients.

*“In our old exam rooms, I had to set my laptop on the sink counter and turn my back to the patient whenever I used it,” said Dr. Harte. “Now I have this sturdy, kidney-shaped workstation that I can wheel around to show my patients data and then push it out of the way when I don’t need it. My patient encounters are more efficient and comfortable. There are more eye-to-eye moments with my patients, rather than me having to turn away continuously to look at my computer screen.”*

Dr. Harte is even more pleased with the response from his patients.

*“The patient flow in our new facility is much more efficient, and the overall patient experience seems to be more enjoyable and more relaxed. We’ve seen an increase in the number of patients we see at the new facility. And many of those patients comment on the look and feel of the rooms. Our elderly patients especially appreciate the Midmark exam table.”*

A significant amount of the patient feedback centers around the level of comfort the practice offers. Patients have commented that the comfort of the waiting room chairs and music help give the practice a peaceful and soothing atmosphere.

*“I especially like the choice of colors used throughout the practice. It doesn’t feel like I’m in a doctor’s office; it is such a calm, inviting environment,” said patient Mary L.*

Other patients are really impressed with the Midmark exam table. One patient in particular even joked that the exam table was so comfortable that all it needed was a built-in cooler, and he’d buy one for his home.

It’s not just the equipment that has Dr. Harte singing the praises of Midmark. He is also pleased with how the company’s team conducted themselves during the entire process.

*“The Midmark folks were very professional and made me feel like they were looking out for our best interests,” said Dr. Harte. “When I had questions or asked for alternative ideas, they provided answers and addressed any concerns I had. They gave me good choices to consider and helped me fully understand everything about the equipment and how it would be used in our practice.”*