

The Polyclinic Opens New Flagship Clinic at 7th and Madison

By **Lloyd David**
Executive Director/CEO
The Polyclinic



On May 14, The Polyclinic completes its move into our new flagship facility, The Polyclinic Madison Center. Located just off I-5, across from downtown Seattle, the building provides incredibly convenient access.

With nearly 200 health care providers, the Polyclinic has doubled in size over the past seven years. We have clinics located in North and South Seattle and near South Lake Union, but the largest con-

centration is on Seattle's First Hill, aka "Pill Hill." We outgrew our main facility on Broadway, near Swedish Medical Center and were forced to disperse clinics and administrative functions to nine different locations, resulting in operational inefficiencies and eroding the magic that comes from having so many services under one roof.

The overheated real estate and construction markets, combined with the scarcity of appropriately zoned land, made it extremely difficult to find an affordable facility solution. The real estate crash of 2008 provided the opportunity we needed. Partnering with an investment firm, we secured a beautiful new building shell and core, with 205,000 square feet, which had been built 'on spec' and had sat empty for two years. The purchase price was literally half of what it cost to build, which allowed us to get a very reasonable lease rate. Combined with ending leases at several other buildings, it was a viable move for us financially. This also shaved at least two years off the development time frame and dramatically reduced the risk of the entitlements and construction process. It is the least costly and

least risky facility solution that we could have found.

Ultimately, more than 120 physician practices and clinicians will relocate from their current First Hill locations to the contemporary nine-story building at the corner of 7th and Madison. The newly placed Polyclinic signs on the south and west side of the building can now be seen from the highway.

We are thrilled to have been able to lease this entire building for The Polyclinic because it allows us to return to our core goal of providing as many services as possible under one roof for the convenience of our patients, and to encourage collaboration between our physicians and other providers – something that's an integral part of our practice model.

Everyone benefits from this plan: We negotiated a fair long term lease, made aesthetic improvements to our corner with a well planned, beautifully landscaped underground garage following consultation with our neighbors, and are hoping to breathe a little more life into this area of First Hill which has faced some economic

hardship in recent years.

It's also an ideal environment for our physicians who will have greater opportunities for face-to-face interactions with colleagues, having a huge pool of expertise readily available in the same building. And our patients benefit because they can see not only their primary care physician, but also the majority of our specialists under one roof. They also have access to onsite diagnostic imaging like MRI, CT scanning and breast screening, plus an onsite lab.

We designed The Madison Center with a combination of old values and new strategies. Physicians still have private offices, so they can call and e-mail patients in a

private, confidential environment. We even think there may be a day when Skype type services exist. At 60 square feet, we felt this expense was worthwhile.

We abandoned a central check-in station, so patients could go directly to their physician's area. Blood draw stations are consolidated to minimize patient wait times. New lab equipment will enable patients to get their blood drawn, and then go to their appointment and review lab results with their physician in the exam room.

The location itself is also expected to be a big draw for those working downtown, as the clinic is just across the Madison Street bridge. When we established our down-

town clinic on Olive Way several years ago, we found that many of our patients preferred having their physicians close to work rather than home since they could see them during the week. With large employers like Amazon, King County, Nordstrom, and dozens of other well established businesses downtown, we anticipate both The Polyclinic Downtown and The Polyclinic Madison Center will draw many downtown employees for primary and specialty care.

The Polyclinic Broadway, where most of these physicians have practiced, will continue to house our high intensity services, including the Endoscopy Center and Ambulatory Surgery Center, and some of the medical specialties that use



The Polyclinic Madison Center Building

those services. Administrative functions will come back from leased spaces into the older Broadway wing, which was constructed in the 1960s and 1970s.

Lloyd David is the Executive Director/CEO of The Polyclinic, a multi-specialty group located in and

around Seattle. The Polyclinic has nearly 200 health care providers, including primary, specialty and surgical specialists, plus diagnostic imaging, laboratory, ambulatory surgery and other support services.

Mr. David is vice-chairman of the board of the Puget Sound Health

Alliance. He previously served as president of the Washington Medical Group Alliance, an association of large medical groups across the state. He has a BA in Government from Harvard University and an MBA from the University of Washington.

Reprinted with permission from the Washington Healthcare News. To learn more about the Washington Healthcare News visit wahcnews.com.