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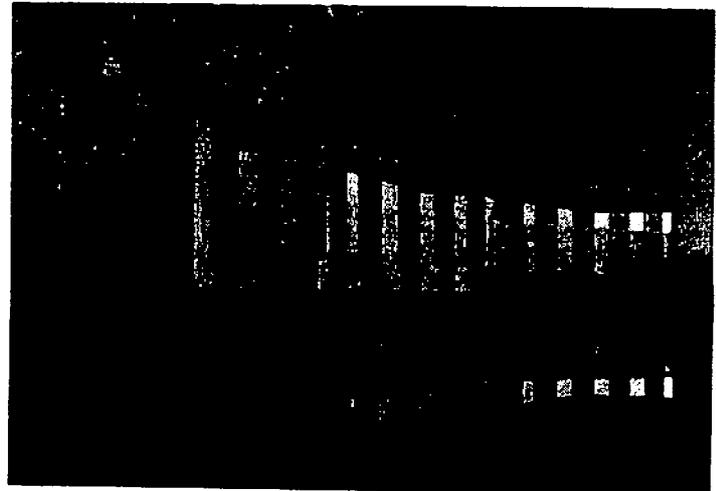
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How We Are Different

Our goal at Henry Ford West Bloomfield is for everyone who enters our doors to feel like our guest. Pretty revolutionary, we know. We also know that if we don't want our guests to feel like patients, then our hospital better not feel like a hospital. And it doesn't.



The serene gardens. The beautiful courtyards. The private rooms that come with a view of our tranquil pond and natural landscapes. Long before coming inside, one feels as though they are checking into a tucked away resort. Even the geology of Michigan has been taken into account when creating the rustic and peaceful feeling reminiscent of northern Michigan.

And while our goal may be to heal the body, we haven't forgotten about the mind or spirit. To that end, we have designed all of our private rooms around the principles of feng shui, the ancient Chinese practice of balancing nature's elements within the environment to enhance well being. You'll notice it in the soft colors, embracing curved walls and homey touches, such as original artwork and comfortable furniture.



The Detroit News

www.detnews.com

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St. John Providence Park Hospital to have retreat-like atmosphere

SOFIA KOSMETATOS
The Detroit News

NOVI -- Patients coming to St. John Providence Park Hospital's campus when it opens next summer may think they're on a retreat rather than getting medical treatment.

The hospital scheduled to open next summer will look and feel more like a modern hotel surrounded by serene wetlands, with a walking and bike path, fitness studio and organic grocer.

President Robert Casalou recently offered a sneak peek at the building, from its sleek glass and wood-like veneer to an atrium that will let natural light into waiting rooms.

At Providence Park, one of two new hospitals being built in Oakland County, rooms will be large, private and for most, adaptable to patients' needs so that they won't have to moved to different units for different care during their stay.

Rooms will have state-of-the-art flat-screen TVs, wireless accessibility, room service and even pull-out couches so family members can stay overnight. And, thanks to a concept borrowed from a visit to Disney World, double-loaded corridors will allow staff to transport materials down one corridor, leaving another dedicated to patients and visitors.

"We want to give people the least intensive experience they need to have," said Casalou.

The St. John Health System project reflects a national trend in the hospital industry. Sparked by migration of patients to the suburbs, the need to replace aging facilities and the growing health needs of an aging population, hospitals across the county are on a building spree. In Metro Detroit alone, there are some 20 hospital projects under way worth \$2 billion.

Road wasn't easy

Getting permission to build Providence Park wasn't easy. The process began in 1989, when Providence Hospitals and Medical Centers, which became part of St. John Health System in 1999, filed a Certificate of Need request for a 200-bed hospital with the state. It was denied, and Providence sued the state.

Providence dropped the case when it merged with St. John, figuring the legal battle was making enemies, not friends, Casalou said. By early 2000, Henry Ford also was interested in building a new suburban hospital. So Henry Ford and St. John Health teamed up to lobby the state legislature in the fall of 2002, and a law was passed to allow the projects to move forward.

Hospital prepares for growth

It's more than a year away from opening, but the hospital is already preparing for future growth.

Walking through the construction site where the rooms are just taking shape, Casalou pointed to areas that would be "mothballed" for easy expansion later on, for more patient beds, emergency room space and operating rooms.

The entire Providence Park campus will focus on wellness, Casalou said. There will be a 1.6-mile loop for biking and walking around the campus, and retail stores will include a fitness studio and an organic grocer. All of the campus, including a hotel and restaurants, will be smoke-free.

Inside the hospital, the focus will be on the patient care and safety. A radio frequency identification system will track patients, medications and equipment. And nurses will work in alcoves outside patient rooms, where they can keep close watch through windows.

The doctors who will practice on the campus are investors, collectively spending some \$50 million to \$60 million to build a medical office building and another facility, the Neurosciences Center, which will bring several brain care specialties under one roof, including Neurosurgery and Neurology, the Michigan Ear Institute and the Craniofacial Institute for Reconstructive Surgery.

It's a relationship Casalou and the doctors involved said should not only elevate the hospital's stature as a center for neurological care, but should also nurture doctor brand loyalty to St. John.

"It really gives us ownership in the system," said Dr. Michael LaRouere, a neurotologist with the Michigan Ear Institute in Farmington Hills.

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Additional Facts

Providence Park at a glance

- **Where:** Novi
- **Opening:** Summer of 2008
- **Building project:** \$224 million project adds a new hospital with 200 beds, private rooms and a Level 1 Trauma Center to an existing facility.
- **Medical services:** Dedicated women's services area; Michigan Institute for Sleep Medicine; Craniofacial Institute for Reconstructive Surgery; musculoskeletal and oncology centers.
- **Hospital campus:** Staybridge Suites hotel and restaurants, organic grocer, fitness studio, bike/walking trail.

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