

**Parrish Medical Center
New Ventures Business Development**

**PROJECT
NASA Exploration Park
Summary of Proposal**

Presented by:

**Chris McAlpine
Senior Vice President Professional Services
Gregory Smith
Outreach Coordinator**

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PARRISH MEDICAL CENTER

PRESENTS:

Florida Health

(Formerly presented as The Health Village)

At

Exploration Park

Project Summary

Parrish Medical Center is proud to have been selected the exclusive health care provider for NASA Exploration Park. The following serves as an executive summary of the proposal provided to the Exploration Park developers.

Parrish Medical Center will create Florida Health (formerly presented as The Health Village) at Exploration Park. The project will provide an array of medical wellness, education, diagnostics, treatment and research services to NASA, the Kennedy Space Center, Exploration Park tenants, surrounding businesses and the local and visiting population. We will work with our business and community affiliates to deliver ever-evolving state of the art services with compassion, integrity and proper stewardship. The planned scope of services includes but is not limited to:

- Primary and Multi-Specialty Physicians
- Full Service Diagnostics and Imaging
- Ambulatory Emergency and Urgent Care Center
- Occupational Medicine
- Health and Wellness Fitness and Educational Center
- Rehabilitation Services
- Pharmacy and Health Related Retail Products
- Gender Based Medicine Education and Research
- Pre Space Flight Health Screenings for Business and Consumers
- Clinical, Medical and Wellness Research and Trials
- University of Central Florida and Parrish Medical Center Campus
- Health and Wellness Café

Our Qualifications

Parrish Medical Center is uniquely qualified to conceptualize, implement and operate Florida Health at Exploration Park for many reasons.

First, our quality of care and knowledge of the services we will be providing is extensive. Our core offerings listed above will not be new programs but enhancements of what we have been doing with excellence for years. We

maintain the highest level of accreditation for hospitals as awarded by The Joint Commission (TJC). In addition, we have been awarded nine different disease specific certifications by TJC. Parrish Medical Center holds the second highest number of disease specific certifications in the state of Florida and the third highest number nationally. Disease specific certification is TJC's Gold Seal of Approval for quality and excellence, and it is an entirely voluntary program. TJC accredits nearly 15,000 healthcare organizations and programs in the United States and is the nation's predominant organization in relation to establishing standards of care and accreditation in the health care industry. These accreditation processes look at everything from emergency responses to initial assessment, diagnostics, treatment, rehabilitation and safety in the hospital environment. We are also recognized by other accrediting agencies including The Commission on Cancer and the VHA national accrediting organization. In addition we have won many national industry accolades such as our 2006 "Spirit of Excellence Award For Service" from *Modern Healthcare*, and our 2009 award for best patient experience from Health Grades. In 2010 we received Health Grades Distinguished Hospital Award for having quality of patient care scores in the top 5% nationally.

These awards highlight our expertise in exploiting healthcare building design for efficiency and effectiveness as well as a healing sensory experience. We were one of the first members of the Center for Health Design's [Pebble Project](#), providing researched and documented examples of projects that have created life-enhancing environments for patients, families and staff. This evidence and research is being used to demonstrate that a health facility's design has a direct bearing on patient satisfaction, well-being and outcome. When planning a new facility Parrish Medical Center incorporates each of the seven elements of a healing environment as recommended by the [Center for Health Design](#). The elements are Nature, Color, Healthy building, Healthy lighting, Physical security, Wayfinding and Cultural Responsiveness. We are very experienced at this process having built our new hospital in 2002, completing a 35acre facility in Port St. John by June of 2007 and starting construction on our Main Street Health Village in Titusville. Starting with the Port St. John facility, we are following the Leadership in Energy and Environmental Design (LEED) Green Building benchmarks encompassing five key areas of human and environmental health. This facility was the first healthcare structure in Florida to receive a Silver LEED designation. These key areas are site development, water savings, energy efficiency, materials selection, and indoor environmental

quality. **Florida Health** at Exploration Park will benefit from years of experience in how to design, construct, operate and maintain a facility to optimize our vision of “Healing experiences for everyone all the time”.

In healthcare nothing is more important than the clarity and completeness of our communication. Our “Loving Care” philosophy extends not only to the traditional touch of a nurse or physician but to the need for electronic communication as well. We are constantly upgrading these abilities so our physicians will have fast access to the patient’s current health status, their medical history and the latest treatments available. Through real time videoconferencing and other telemedicine innovations our team of professionals will be able to deliver a myriad of healthcare benefits to our patients. Whether the patient is in the room or 20 miles away we will be able to give the same compassionate, excellent healthcare they deserve.

Our strong collaborative relationships with the Space, Health, Educational and Business communities ensure that the healthcare services provided through the Exploration Park site are a success in all that it endeavors to accomplish.

Conclusion

Florida Health will address the medical needs of NASA, Kennedy Space Center, the Exploration Park Tenants, their employees and families, the space tourism industry and the community at large. We will work with employees to prevent injuries and be there as first responders if unforeseen tragedy occurs. Through our state of the art facilities we will teach wellness, provide technologically superior diagnostics and administer loving healthcare through well-trained, complementary medical professionals. Our research will bring together many affiliates searching to diminish or cure heart disease, cancer or whatever the rigors of Space present. We will provide outstanding services that drive excellence, are easily accessible, affordable, and deliver the highest quality in care.

Florida Health at Exploration Park is a forward thinking approach to the development and application of medical knowledge and technology. By bringing together and partnering with the best and brightest we will improve health and wellness on Earth and in Space.