



PRESS RELEASE

Date: January 6, 2004

For Immediate Release

Contact: Kristine Mower, mower.k@owp.com
Steve Brown, brown.s@owp.com
Phone: 602.257.1764
Cell Phone: 480.650.2887

Photographs: Yes

Architect: The Orcutt/Winslow Partnership
Herman Orcutt, Principal, orcutt.h@owp.com
Marie Segura, Project Architect, segura.m@owp.com
1130 N. Second Street
Phoenix, Arizona 85004-1896
www.owp.com

\$1.4 Million Renovation Provides Peaceful Atmosphere

PHOENIX (Jan. 6, 2004) The new Scottsdale Healthcare Osborn Family Birthing Suite opens in the Northeast Valley Jan. 8. The \$1.4 million renovation, designed by The Orcutt/Winslow Partnership, of an existing 28,000-square-foot outpatient surgery center resulted in the latest trend in boutique perinatal care centers.

Kim Post, director of women's and children's services for Scottsdale Healthcare, said the new facility will allow for safe and efficient care in a setting that is welcoming to parents and family members. "The peacefulness of this building will help us provide rest for the new families after their birthing experience, and also promote an environment that is focused on wellness," Post said.

Renovations included more than 10,000 square feet devoted entirely to five new Labor-Delivery-Recovery-Postpartum suites. Also included were four Labor-Delivery-Recovery suites, 12 Postpartum patient rooms, two C-section rooms and nurseries at two levels.

Danielle Perkins, interior designer at The Orcutt/Winslow Partnership, said, "The challenge for the interior design was to transform this space into an environment that balances a home-like setting and a professional healthcare facility. Our goal was to enhance the child-birth experience by creating a sophisticated color palette that contributes to a relaxing and comfortable atmosphere. Attention to detail provides the finishing touch for patients and their families, as well as the staff."

Marie Segura, project architect, said the wood floors, special window treatment, and residential style fixtures give the center a “homey” feeling. “We began with a very sterile outpatient surgery center, and we were able to create a comfortable atmosphere that gives a very ‘non-hospital’ impression,” Segura said.

Also contributing to the boutique ambiance is the fact that the family birthing center is a free standing building, separated from, but still licensed under the hospital. Staffing and patient flow has also been improved with the addition of a triage area, and lactation consultants are available every day of the week.

The opening is at 3624 N. Wells Fargo Ave., where participants will have the opportunity to tour the grounds.

The Orcutt/Winslow Partnership is a multi-disciplinary design firm that offers specialty services including architectural design, interior architecture, special communications/data systems consulting and facilities management systems development. Established in 1971, The Orcutt/Winslow Partnership has expanded from a two-architect practice to more than 80 professional architects, designers and technical staff, making it one of the largest architectural firms in the State of Arizona.