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JANUARY 2021 **V10**

**Designing For Better
Patient Outcomes**

**Improving Patient Satisfaction
With GMI Companies**

**MRL Features Independent
Rep Group: RODENBECK**

Spotlight On Healthcare Design
Comfort Heals

**With La-Z-Boy® Healthcare
And Knú Comfort™**



contents

JAN 2021 V10

What else you'll find inside...

DESIGNING FOR BETTER OUTCOMES INTERIOR DESIGN04

FORMASPACE SPOTLIGHT ON HEALTHCARE DESIGN09

GLOBAL FURNITURE GROUP SPOTLIGHT ON HEALTHCARE DESIGN12

JONTI-CRAFT SPOTLIGHT ON HEALTHCARE DESIGN15

SNAPCAB SPOTLIGHT ON HEALTHCARE DESIGN18

RODENBECK FEATURED INDEPENDENT REP GROUP.....24

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DESIGNING FOR BETTER OUTCOMES

Susan Mulholland discusses the huge impact that designers have had on healthcare design standards and patient outcomes.



COVER STORY: COMFORT HEALS

La-Z-Boy ® Healthcare and Knú Comfort™ are innovating to meet the needs of our changing world and scope of healthcare design.



FEATURE ON: RODENBECK

Independent Rep Group, RODENBECK tells us their secret to longevity within the contract design industry.

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editor's note

Dear Reader,
We are kicking 2021 off with
a bang here at Delve! We are
pleased to bring you this issue
focused primarily on healthcare
design and the impact it has on
our world at large.

We are also simultaneously
launching our special event li-
brary on MRL, "Spotlight On
Healthcare Design".

We invite you to browse the
showroom features from some
of the leaders in this niche.

We have also gathered opinions
from across the industry to give
us their perspectives on some
of the major issues facing the
healthcare and contract design
fields.

Enjoy!

*Do you have an idea for an article in
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you'll never **need** another chair.

eurotech



Designing For Better Outcomes

The Deep Impact of Design on the Healthcare Industry

Interior Designers have made a huge impact on the future of healthcare design. We have not only helped create beautiful spaces for patients and their families, but we have been influential in developing new design standards that actually help patients get better outcomes, faster.

Science and research go hand in hand with interior design. I mention this because Healthcare Design has been instrumental in providing the necessary research and evidence-based design knowledge to enable hospitals to do what they were meant to do: make people well.

For decades, staph infections and other contagious viruses were the number one reason patients could not heal or recover from routine stays in the hospital.

These facilities were not accountable for keeping their patient rooms, lobbies, and exam rooms sufficiently clean and in good repair before the Affordable Care Act came along. If you were ever in the hospital during the 1980s or 1990s, you might be familiar with what I am talking about. Depressing green walls, cold linoleum floors that were polished to a gleaming shine but were in no way clean, no windows, bad smells, and of course horrible furniture and lighting.

Part of the Affordable Care Act addressed hospitals that did not meet patient expectations for interior design, cleanliness, and comfort. Experts in the healthcare design field researched interior design's overall effect on patient outcomes, including finishes, furnishings, space planning, and artwork.



By Susan Mulholland

Susan Mulholland studied interior design at Northern Arizona University and is an NCIDQ certificate holder. She has 30 years of interior design experience in commercial design. Her experience in the industry covers a large variety of projects that focus on workplace, healthcare, and hospitality. Her design studio Mulholland Art & Design Commercial Interiors is in Tucson, Arizona, where she has been helping clients for the past 20 years. [Connect with Susan Mulholland on her website.](#)

INDUSTRY HOT TOPICS

Many patients and care staff wanted to see changes in the way facilities were designed, including more windows with a view to the outdoors. Much of the research showed that this simple building element made patients feel more relaxed and gave them something to take their minds off the procedures or illness they were enduring.

They also found that remote or bedside controls of both window coverings and ambient lighting made patients feel less helpless. Wall paint colors that were less "hospital green" had an uplifting or healing quality to them. Also, artwork that featured images of nature and even comfortable furniture for family members helped patients feel more at ease and they were able to heal sooner. Homelike or even hotel-like features were also added to help patients feel less anxious, which meant that the healing process could occur faster.

After patients left the hospital, they would be able to "rate" their experience on these key issues. There is a whole list of items that are part of the exit surveys. Still, the bottom line is that the environment, especially the interior environment, was becoming just as important as the healthcare staff and doctors' skill to the patient's overall recovery. This ultimately meant that healthcare costs are reduced if a patient is not in the hospital for longer than is needed. Insurance companies understood this, and so did the hospital administrators.

As we all know, this was not the silver bullet that solved our healthcare crisis, but what it did do is put the healthcare industry on the path to addressing these issues that on the surface seem superficial. The ongoing research has proven that the interior environment matters to our health and wellbeing.

For the past 12 months, we have been dealing with another type of health crisis that no amount of pretty pictures can fix. COVID-19 has brought the interior environmental issues that every interior space has to the forefront, not just hospitals. The fact is, we have way too many unhealthy buildings. Our interior spaces are not only harboring nasty germs all on their own but when you add unhealthy people, they create the perfect storm of sickness and death. That is the harsh reality we are all facing now.

Regardless of how healthy we try to be, our public places and even our homes are not designed to provide a virus-free sterile environment. And that leads to what we have all have been frantically addressing.

There is a reason why Clorox wipes have been such a valued commodity lately and why we are all using them; bleach kills bacteria and cleans visible dirt. But bleach is not friendly to most fabrics, furniture finishes, or even other surfaces, and too much bleach can also be harmful to the air we breathe.

Offices, restaurants, bars, hotels, sports venues, transportation terminals, and retail spaces are all in danger of bacterial grime. The interior materials and furniture specified for these environments are great at attracting it. Because we all want the low has-

sle, inexpensive but looks great stuff, it is even harder to find materials that don't attract dirt or microbes that can be passed on from one person to the next.

Healthcare manufacturers have been developing products that are combating this issue as they continue to use science and research to create products that can help solve this problem. Still, they are not cheap, nor do they fit well in a hip hotel setting or nightclub. Hoteliers have been tasked with disinfecting their rooms like hospitals and are learning through this experience that not everything can endure such vigorous continuous cleaning methods. Hotel furnishings and finishes are more likely to have a shorter lifespan, not to mention they look bad after a few extra cleaning sessions than hospital furniture and finishes primarily because they are not manufactured to be aggressively sanitized.

The loss of jobs, revenue, and just plain freedom to travel and be together has shown all of us the importance of quality of life.

Interior design is about the spaces we use to gather in, whether we are gathering to work, to eat, to travel, or to heal. We all need spaces that are safe. Spaces that are safe from fire or different types of disasters and also safe from what we cannot see: the bacteria, germs, and other nasties that no one talks about. Clean, humidified air, natural ventilation from the outside, and flexible indoor and outdoor floor plans that allow occupants to use their space more freely – these, along with flexible furniture, panels, and actual rooms with doors to provide more privacy will all be prerequisites for future building design.

In the next year or so, there will be social, economic, and political reflection and research on how our global society handled this crisis. Whether we did everything we could or not will depend on how we interpret this information. Interior designers can make a difference by using our collective knowledge to bring new insights to our work and educate our clients and others on the value of good design choices.

Manufacturers will need to engage interior designers, architects, and scientists to produce products that incorporate this new research. From anti-microbial finishes and fabrics to furniture that can take more vigorous cleaning protocols, our industry will need to provide the materials that ensure our built environment is designed to be safe.

Interior designers already have the skill sets to do this. Our job now is to take this knowledge and apply it in a way that relies on proven research to support our design decisions to keep us healthy. Our ability to make interior spaces look fabulous will only be more desirable when we can do this magic while being conscientious of our client's health and wellbeing. We are entering into a time where we are now more aware than ever how our interior environment affects our quality of life, and healthcare design has led the way.



MODERN HEALTHCARE SEATING

Award-winning seating
for modern healthcare spaces



NIGHTINGALE
AWARDS
2019  **Gold Award**

Nightingale
Awards
 silver

NIGHTINGALE
AWARDS
2019  **Innovation Award**

VISIT CRAMERINC.COM FOR MORE INFORMATION

6 MRL FAVORITE HEALTHCARE PRODUCTS FROM ACROSS THE LIBRARY

The following products represent 6 of our favorite products currently on My Resource Library. The products are listed in no particular order. Can you guess the theme?

PROCEDURE/SUPPLY CHAIRS HERMAN MILLER

Our healthcare supply cart is a flexible and adaptable solution that was made to expand your storage and transport capabilities.



SPECIALTY TOP OVERBED TABLE DURFOLD

Shock-absorbent gas spring cylinder for easy height adjustment. Integrated rail on both sides of column allow for easy transfer of accessories and from headwall.



HARMONIÄ COLLECTION GROUPE LACASSE

From hospitals to long-term care facilities and clinics of all types, Harmoniä collection by Lacasse offers modular healthcare furniture solutions for nursing stations, patient rooms, waiting areas, etc. For specialized applications such as laboratories, pharmacies, emergency and procedure room.



AVIERA SITONIT

Whether lobby, lounge, welcoming or waiting, you can rest easy with supremely comfortable do-it-all seating for your public spaces. Aviera makes it easy to configure endlessly and effortlessly – across an entire collection – with worry-free design and lasting durability.

WHISPER OFS-CAROLINA

Designed for smaller patient rooms, the Whisper sleepover bench offers generous comfort and functionality in a clean, compact design. Many options including upholstery, 3D laminates, solid surface, and storage solutions allow facilities to personalize for their specific needs.



MOTIV POWER BRIDGE PARAGON

Paragon MOTIV Soft Seating pieces are designed and manufactured specifically for educational environments. They are flexible, functional, durable, and look great too!



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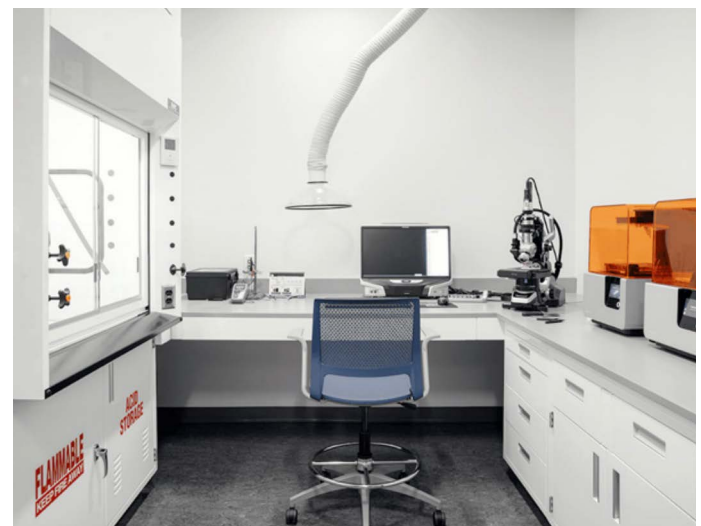
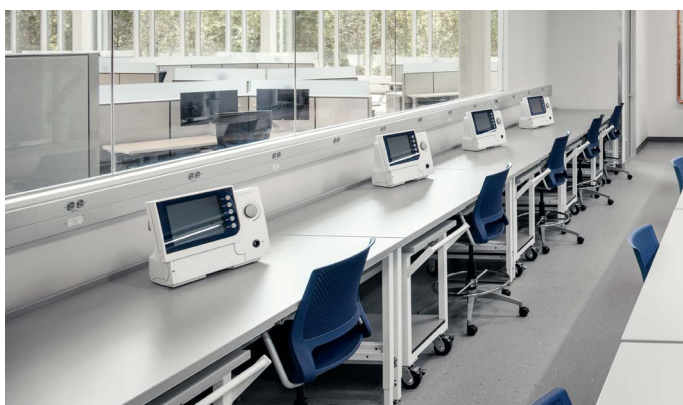
How the Contract Furniture Industry is Finding Financial Success in a Rapidly Growing Segment.

Healthcare facilities, clinical testing labs, pharmaceutical research, and manufacturing centers are bright spots in today's commercial property market as organizations ramp up their efforts to meet the demand for new diagnostic tests, innovative drug treatments, and life-saving clinical procedures.

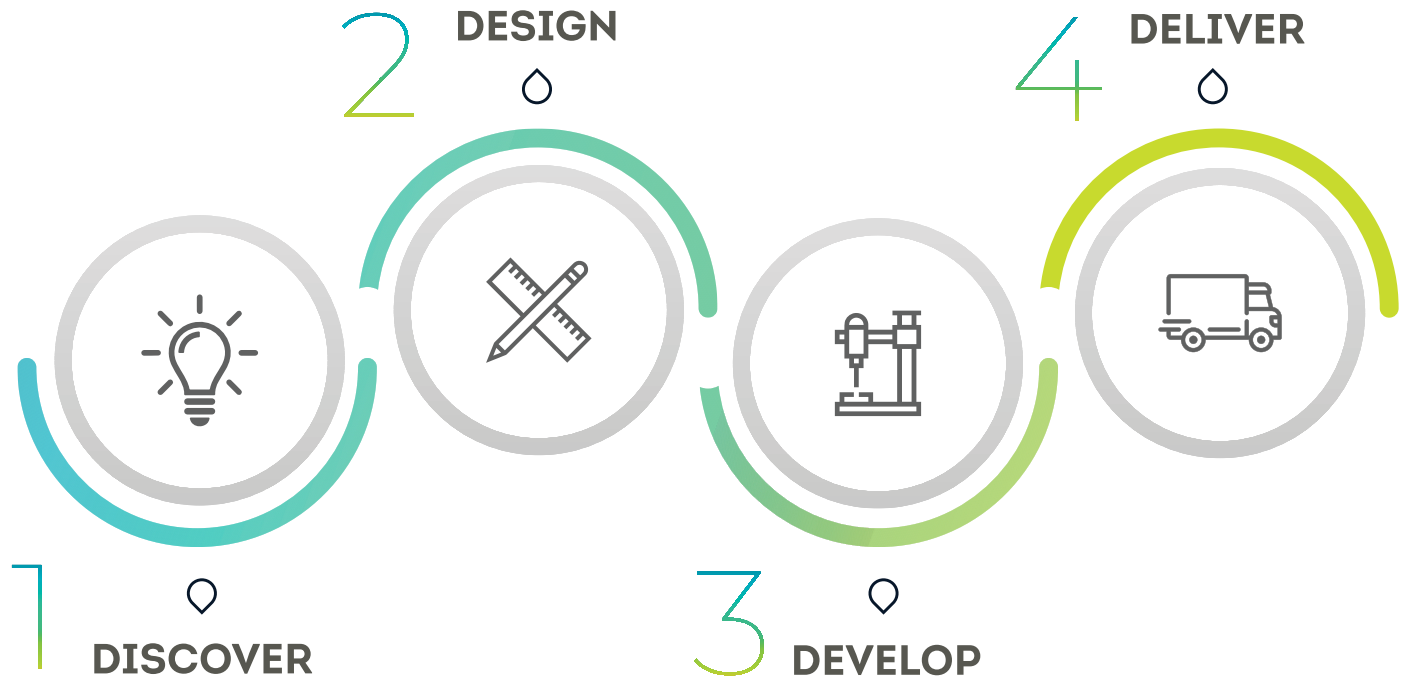
Formaspace Contract™ opens up new opportunities

Contract dealers and A+D firms looking for new opportunities to expand upon their current portfolio of office, retail &

hospitality projects see new opportunities in the biomedical and life science markets. But how can they achieve success in these competitive markets? The answer is to choose an experienced strategic partner who can help you every step of the way — to co-create and manufacture sophisticated custom interior solutions that will delight your customers and help you win new business.



**29,000 SQ FT MEDICAL DEVICE INNOVATION CENTER IN DANVERS, MASSACHUSETTS
FEATURES FIVE UNIQUE LABORATORIES. DESIGNED BY STANTEC, BUILT BY FORMASPACE.**



The Formaspace Contract Four-Step Co-Creation Process

Today's clients demand tailored solutions. The Formaspace Co-Creation process puts you and your clients at the center of the design process, delivering an end result that addresses EXACTLY what is needed, often solving problems they didn't know they had in the process.

Custom is the new Standard

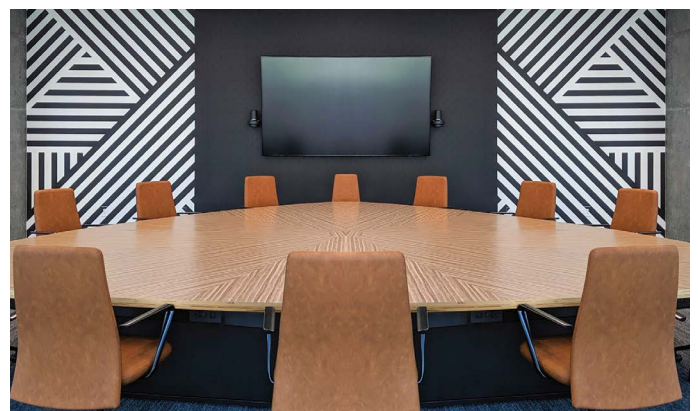
Clients want more than furniture selected from a catalog of standard offerings. They want customized solutions that address their workers' health & safety, future-proof solutions that maximize their investment and increase productivity through thoughtful ID&E. That's why Formaspace Contract developed a new flexible manufacturing process that embraces a highly collaborative approach to design and manufacturing. The 60,000 square foot facility based in Austin, Texas, also provides space and specialty equipment needed to mass-produce custom designs quickly and cost-effectively break down those past barriers of lead-times and price points as the main deterrents to suggesting custom solutions.

Formaspace Makes it Easy

Formaspace's 40-year history as a furniture manufacturer began as a custom cabinet maker, which taught us how to streamline the process of scalable custom manufacturing. We also understand what's important to project managers. Our furniture is made in America using local materials providing shorter lead times (not to mention better price points). Each client gets a single point of contact with a dedicated Design Consultant providing a curated experience from beginning to end.



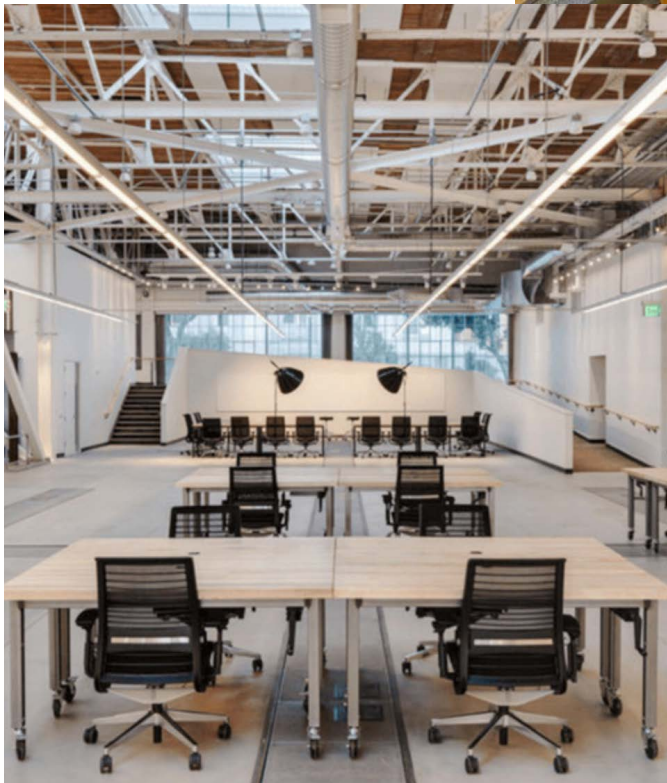
**CUSTOM GUITAR PICK CONFERENCE TABLE
DESIGNED BY EXTERUS BUILT BY FORMASPACE**



**HEALTHCARE
SPOTLIGHT
FORMASPACE
CONTRACT**

**REPRODUCTION WORKSTATIONS
BUILT BY FORMASPACE
FOR HISTORIC GUND HALL
RENOVATION AT HARVARD
GRADUATE SCHOOL OF DESIGN**

**CUSTOM MOBILE DESKING
INSTALLATION DESIGNED
BY PARABOLA ARCHITECTURE
BUILT BY FORMASPACE**



**CUSTOM MOBILE
LAB WORKSTATIONS
BUILT BY FORMASPACE
FOR CHAN ZUCKERBERG
BIOHUB IN SAN FRANCISCO**

Modular and Mobile Furniture Saves the Day

Formaspace has a long history in manufacturing industrial-strength modular and mobile furniture, which can be easily reconfigured as needs change. We call this approach “future proofing,” and it has proved invaluable in the current climate, as facility managers found they could easily move mobile desks to space workers further apart, reconfigure modular furniture with simple hand tools, or add on new Formaspace transparent dividers designed to protect people working in close proximity.

Take on Major Renovation Projects without Fear

Many organizations are undertaking renovation projects, while fewer people are in the office, laboratory, or educational facility. Formaspace has the technical know-how to help you bring complicated renovation projects to a successful conclusion. For example, we can match existing casework designs to maintain material continuity in expansion projects or retrofit existing installations with updated designs that meet newer space requirements or regulatory requirements.

**Join Us.
Build Something New with Formaspace Contract.**

We invite you to contact your local Formaspace Contract representative today.

Visit us at [FormaspaceContract.com](https://www.formaspacecontract.com)
or call +1 (866) 488-0152

FORMASPACE
CONTRACT FURNITURE



Creating Caring Spaces Global Furniture Group

The healthcare landscape has never been more complex. Successful healthcare spaces need to deliver an experience that feels supportive and familiar while safeguarding against injury and outbreaks, both seasonal and pandemic. For over 35 years, Global has been collaborating with its customers to provide purpose-built products that respond to the specific needs of the people who will use and maintain them.

Furniture that feels like home

Our products integrate details found in residential and hospitality settings, evoking a sense of luxury and timelessness. Natural-looking finishes and textiles incorporate color, texture and warmth, while special attention paid to “sit and fit” ensures each furniture piece is a pleasure to look at and use.

• • •
“Research and evidence support that if people feel positive in the environment they are in, they are far likelier to get well and to get well faster. That is why it was mission critical to consider elements within the built environment that contribute to wellbeing.”

*Mike Prociw, VP, Finance & Corporate Services,
Cambridge Memorial Hospital*



Furniture that promotes mobility and independence

To support ability and mobility, egress arms and seat foam density in Global product are carefully calibrated to ensure comfort and support. Additionally, we ensure seat pans are at optimal heights to help make the business of moving about easier.

• • •
“It’s amazing the difference the right chair makes. Our lounge chairs are colorful, safe to use and well-built. They support mobility, making it easy for residents to get in and out. Putting them in our entrance area has encouraged our residents to watch and be interested in what’s happening outside.”

*Sherry Janzen, Chief Executive Officer,
Salem Home*



Furniture that makes it easier to provide care

As all staff is being asked to do even more, it's important to ensure the furniture makes their work easier and protects them from injury. Global's offering includes chairs that assist caregivers in moving residents in/out from tables and facilitate safe patient transfer while reducing injury risk for staff.



Furniture that delivers long-term value

With shrinking healthcare dollars, budgets are being stretched like never before. Global furniture features shared componentry and assembly procedures, making it easy and efficient for in-house staff to maintain furniture on-site, saving time and money.



Furniture that supports infection prevention and control

It's more than just the pandemic we need to safeguard against. Seasonal outbreaks, superbugs and other healthcare-acquired infections can be just as dangerous. Global products support rigorous cleaning and disinfecting protocols. Innovative features like sealed seams on upholstery prevent tampering while keeping moisture, bacteria and bed bugs out. Our performance finishes and 360° cleanouts make disinfecting easy.

• • •

“When we purchase furniture, it needs to last for many years. Being able to repair and maintain our furniture on-site is essential for us as it translates into minimal disruption to staff and residents.”

Jay Ayers, Director, St. Joseph's Health System - Group Purchasing Organization

By providing safe and supportive environments that promote ability, we are able to support exceptional patient experiences. Contact us to set up a conversation about the future of your space: Go to globalfurnituregroup.com/ca/healthcare



Meeting Pandemic Challenges with Innovation

Keeping Spaces Safe with Portable Sinks, Table Divider Shields, and More from Jonti-Craft.

Since the COVID-19 pandemic began, we've all heard the "wash your hands often and stay socially distant" public health guidance and advice. The team at Jonti-Craft—a Minnesota-based educational furniture manufacturer—has stepped up to the challenge and worked hard to not only develop new products, but to adapt current ones to answer new needs in classrooms and beyond.

Located in the small town of Wabasso, MN, Jonti-Craft has been designing and manufacturing furniture, storage solutions and classroom accessories for 40+ years, with a specialized focus on schools and daycare facilities. The company's product

lineup is known for quality, durability, and innovation and in 2010, they developed the Clean Hands Helper line of portable sinks. More recently, the company introduced a variety of See-Thru Table Divider Shields. Both product lines have proven to be vitally important to current and new customers during the national health challenge.

Nick Schwarz, Jonti-Craft's COO explained, "We're known as a leading provider of children's furniture for schools and daycares and now, we're seeing rapidly growing demand from the health-care sector for our Clean Hands Helper portable sinks, See-Thru Dividers, and other products. For more than 10 years,

**HEALTHCARE
SPOTLIGHT
JONTI-CRAFT**

our portable sink solutions have answered a growing demand for hand washing in classrooms without plumbing. This product helped many of those schools and daycares meet standards and achieve certification requirements associated with sanitation and handwashing.”

Jonti-Craft Clean Hands Helper Portable Sinks go wherever frequent hand washing is a priority, and without any plumbing required. They are available in two heights—one for children and one for adults—and in two sink options, a one-piece molded plastic sink, or a stainless-steel sink insert. These mobile sinks meet licensing requirements and give users the flexibility of moving them quickly to areas of need. The sinks feature electric on-demand water heaters to warm water to a safe 40°F above room temperature. More importantly, these sinks arrive needing only the faucets and handles attached and water filled, so they can be used immediately. The product lineup also includes a non-electric option for areas where plugs are not accessible.

“By the of March 2020, we saw a significant increase in the demand of our portable sinks. Adding to the urgency, customers were, and are continuing, to ask for immediate shipment.”

-Matt Hinkle, Jonti-Craft's Director of Sales

Hinkle noted that historically the company has never been asked to provide products related to a disaster or crisis, saying, “We needed to look ‘outside of the box’ to scale quickly while maintaining manufacturing best-practices. We worked even more closely and collaboratively with customers to evaluate every possible solution. For example, our production team worked with customers to develop a re-configured shipping schedule so that we could build and ship smaller batches of sinks versus waiting until the entire order was ready. This method allowed us to ship partial orders faster so facilities could start using them right away.”

Since March, Jonti-Craft has supplied portable sinks to sites all over the United States, including several military bases. One of the company's newest customers is Illumina Corporation, a biotech company that equips disease control laboratories to support testing and research for COVID-19 and other infectious diseases.

Along with portable sinks, Jonti-Craft has also seen a surge in demand for its newly added See-Thru Table Divider Shields. “The need for products to help schools achieve social distancing in tight spaces has, understandably, skyrocketed. Most schools don't have the budget to redesign and refurnish every classroom to meet new health guidelines. They needed a way to con



**HEALTHCARE
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JONTI-CRAFT**



vert rooms and products they already had into spaces where children can be separated, yet still engaged in learning. This is where our See-Thru Table Divider Shields are extremely helpful," adds Matt Hinkle.

The See-Thru Table Divider Shields are designed to separate tables and worktops with a physical barrier so children and adults can be placed closer than 6 feet apart. Constructed of a sturdy see-thru acrylic, these dividers provide maximum visibility and make wiping down easy. Jonti-Craft designs a wide variety of sizes and setups to accommodate any need and table or counter configuration. The line also offers an option with a small opening at the bottom for sliding papers through making it ideal for teachers and a great solution for restaurants, reception desks, and office and retail environments.

Jonti-Craft's Portable Sinks and Table Divider Shields are currently found in the lower 48 US states and across multiple countries. Over 4,000 Portable Sinks were sold and delivered in 2020 alone, and the company has already booked orders for more

this year. Recently, a New Mexico school district purchased a significant quantity of both the Clean Hands Portable Sinks and the See-Thru Table Divider Shields. This school district compared Jonti-Craft's products to those of three competitors. They chose Jonti-Craft's solutions based on quality construction and performance and have indicated that they plan to purchase more products for their district in the months ahead.

In addition, Jonti-Craft has recently partnered with other companies—such as HiGeneMonkey. This innovative company developed an interactive handwashing game to encourage kids to wash their hands for a full 20 seconds. The Jonti-Craft Clean Hands Helper Sink allows the HiGeneMonkey screen to be portable, and company representatives noted that the water efficiency more than exceeded their expectations, a critical advantage when an entire class needs to wash hands multiple times a day. Together, the companies are working towards creating healthy habits in classrooms to reduce the spread of COVID-19 and other viruses and germs.

For more information about Jonti-Craft Clean Hands Helper Portable sinks and See-Thru Table Shield Dividers, visit jonti-craft.com, email sales@jonti-craft.com, or call **507.342.5169**.





Safely Return to Work with SnapCab Workspace

*Isolation, medical and meeting pod products for
the pandemic and post-pandemic workplace*

BY CARLA BOSTOCK

SnapCab, based out of Warrington, Pennsylvania and Kingston, Ontario, is a 37-year-old elevator interior and privacy pod company known for manufacturing products that are flexible, high-quality and safe. When the pandemic affected North American businesses in March 2020, SnapCab was faced, like so many others, with the question of what to do.

Glenn Bostock, founder and CEO, had to ask himself how the company was going to respond to the challenges of the changing world. They had to expand their product offering to meet the need for safe spaces in public environments. With a company value of being useful, Bostock decided to team up with medical professionals and start to develop testing pods that could help the medical community. And, there began the pivot.

SnapCab expanded its line of pod products, offering individual isolation pods, medical pods and safe meeting pods. As a manufacturer, the company was able to quickly adapt and aimed to help solve the new challenges medical and work facilities faced with the Focus, Work, Work+, Consult and Care as safe spaces to work from in the pandemic and post-pandemic world.

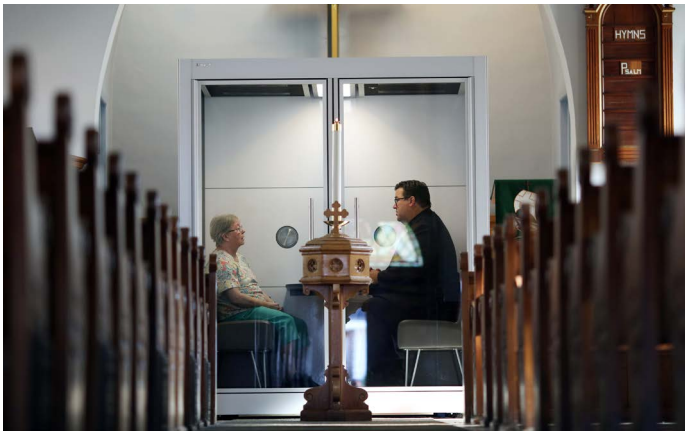
**HEALTHCARE
SPOTLIGHT
SNAPCAB**



The SnapCab Focus is a small mobile, stand-alone workspace made for one person to work safely and privately. The SnapCab Work is a larger pod model adapted for one-person use with a great deal of space. It can be customized with height-adjustable tables and catered to your unique specifications. The largest isolation pod is the SnapCab Work+ allowing for maximum comfort and space to work.



The SnapCab Care is the newest product that has been closely developed with frontline medical professionals working in hospitals. Designed as a quality, safe and flexible structure, this pod allows for a private office for medical staff to work, as well as a space for patients to be seen and tended to. All of SnapCab's Workspace pod products have corners that are designed to support the SnapCab Connects demountable wall system, allowing for layouts unique to your environmental needs.



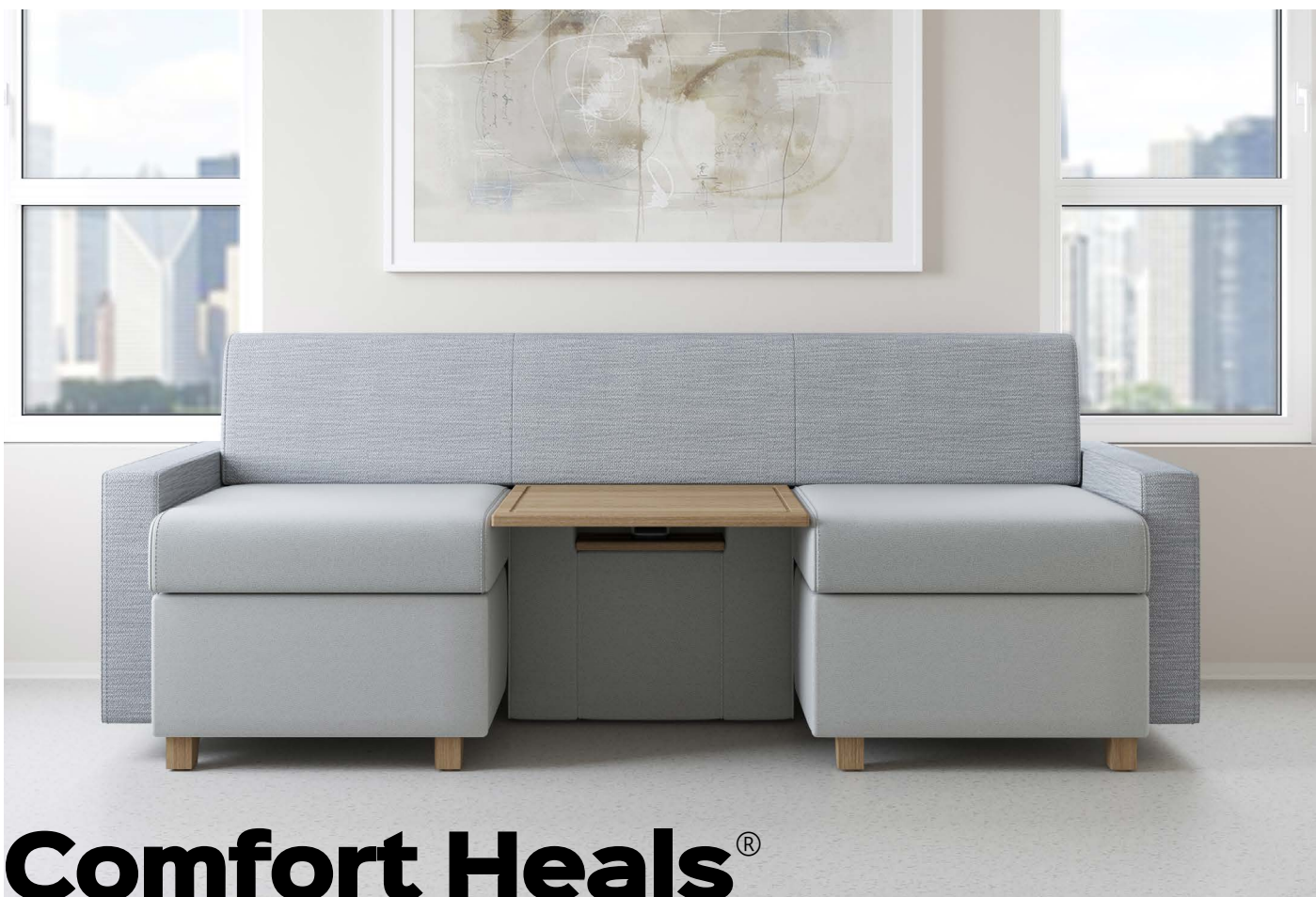
The SnapCab Consult allows for safe face-to-face consultation and collaboration. The mobile pod is split into two smaller rooms, separated by a glass partition, and fitted with two doors and two dedicated HEPA filters in the ceiling. Choose from a wide variety of finishes and change out the panels anytime to refresh your look.

All SnapCab Workspace products are UL Listed, seismic certified, air quality tested and easy to clean and disinfect. All units can be outfit with anti-microbial finishes, with ventilation drawing air in through the top and venting out through the floor. The pods can be equipped with HEPA filtration, cleaning all air venting into the units. In addition, air cleaning units can be easily integrated inside the pods without modification, providing additional filtering and cleaning of air circulating through the unit.

Our standard models have been tested and are listed under UL 962 – the Standard for Household and Commercial Furnishing. This means they are tested to meet standards including structural, electrical and fire safety among many others. The air quality of our pods is tested twice annually, achieving results for volatile organic compounds and formaldehyde exceedingly lower than the highest maximum 8-hour exposure limit guidelines provided by the Occupational Safety and Health Administration and the California Department of Public Health.



SnapCab is known for its ability to be flexible and customizable, sure to fit your individual needs, and act as a safe, high-quality solution for any space. Think of your pod as your personal protective equipment. You can remove your mask and sanitize between uses. SnapCab products are suitable for a number of environments, from commercial and industrial workplaces, to public and private spaces, to the healthcare and services sectors. These safe spaces are built to be easily updated and reconfigured so that as the needs of the space changes, they can adapt and meet individual needs now and into the post-pandemic world.



Comfort Heals[®]

*With La-Z-Boy[®] Healthcare
And Knú Comfort[™]*

More than the repose offered by a soft place to rest, Comfort can take meaning in every aspect of our world. It is a force to heal a troubled body, mind, and soul. It is ease of mind and a sense of wellbeing. Now, more than ever before, we live in a world where Comfort is needed to heal those who are weary and hurting.

While in the context of the furniture industry at large, and the healthcare furniture industry in particular, the word Comfort often takes on a narrow meaning- the relative 'comfiness' of a product to the primary individual using it at a specific time. But Comfort in our trade need not be tethered to this traditional denotation. There are a myriad of forms that Comfort may take. It is the wellbeing that is amplified when a weary patient is able to feel at home. It is the peace of mind that comes with the durability of a product designed to sustain a full life cycle. It is in the satisfaction of a caregiver who can rely on the performance of a product to shine in the time of need. It is found in the confidence of a healthcare provider who has found a trusted partner with integrity.



**SPOTLIGHT ON
HEALTHCARE
COVER STORY**

Coming out of a year laced with hardship and apprehension of the unknown, Comfort is in high demand. It is a demand that La-Z-Boy® Healthcare | Knú Comfort™ have spent decades preparing to meet.

Comfort is designed and built into everything that comes out of our doors of La-Z-Boy® Healthcare | Knú Comfort™. It's the foundation of what the organization strives to create, and what is offered to those who most need it. An ethos. From the initial spark that flashes through the mind of one of the dedicated engineers to the first time a new design leaves the manufacturing facility, Comfort is the guiding light that is followed every step of the way.

As healthcare providers across the nation faced unprecedented challenges in 2020, furniture manufacturers worked tirelessly to rise to the occasion and supply hospitals and their patients with furnishings for overcrowded facilities and newly built clinics. Comfort was given in a new way, not only to patients utilizing these products, but to administrators who were able to rely on manufacturing partners that quickly adapted in the time of need.

It was during this time that La-Z-Boy® Healthcare | Knú Comfort™ developed its Rapid Response Recliner program, an initiative designed to allow healthcare providers access to its most popular Durable® 650 Series Recliner- immediately ready to ship and designed from the ground up with cleanability, durability, and functionality in mind. With space at a premium in hospitals, the ability of these recliners to reach a full flatbed position allowed providers to place these as multi-functional furniture, used for treatment and resting in the upright position, as well as giving patients the ability to sleep in them when space or logistical issues would not permit the presence of a hospital bed.

There is good reason for optimism in the future, and the challenges in the last year, while painful, have given our industry plentiful opportunities to learn and innovate in ways that have never been possible, or perhaps necessary, before. The investment La-Z-Boy® Healthcare | Knú Comfort™ has made in Comfort has been steadfast during this time, and has revealed an important truth- Comfort Heals®.



Distanced & Comfortable

Willow



Pain-Free Pledge™



American Built™



Express Selections™



**The Team
RODENBECK**

MRL Spotlight On **RODENBECK**

Independent Rep Group, RODENBECK let us in on their secret to longevity.

We virtually sat down and spoke with Justin and Kevin Rodenbeck from RODENBECK, independent rep group about what their secret to longevity is. RODENBECK, based out of Southern California, has an impressive history within the contract design industry, beginning in 1978.

Over the last 43 years, RODENBECK has not only weathered many economic storms and trends, but they have proven that commitment to excellence and relationships is a more powerful driving force than an external challenge. Even through the toughest situation growth is possible if you stick to your values and remember who your business serves.

After speaking with Justin and Kevin, it's also easy to see that having a fun and positive attitude can play a big part in building a



Justin Rodenbeck



Kevin Rodenbeck

legacy in this industry! Sit back, relax and enjoy as we learn more about RODENBECK and what makes them tick!

Tell us a little bit about how RODENBECK got started.

(Justin) My Dad, Terry Rodenbeck started in the furniture business at Gunlocke in Wayland, New York in 1968. He rose to become their VP of sales in the early/ mid 70's. Howard Gunlocke was his biggest inspiration and mentor. He preached that success came with honesty and hard work. This has always been a huge foundational principle for us.

In the mid 70's, he left Gunlocke to help grow a couple Southern California regional manufacturer's businesses in the contract furniture segment. For one company (Schafer Bros.), he served as VP contract sales, handled early US licensing from some of

INDEPENDENT REP GROUP SPOTLIGHT

Europe's finest contract seating companies and also was the Southern California rep for the company. He then started his own rep organization with just himself and his wife Ingrid Rodenbeck. Terry & Ingrid retired from RODENBECK in 2018 after 50 years in the business.

(Kevin) My brother Terry, recruited me out of college in 1983. I had only one other job offer upon graduating, and had to choose between selling life insurance to friends and family in the mid-west or take a chance and move to So Cal and try and sell office furniture. I joined the company full time in 1984, covering portions of territories in LA and Orange counties, and all of San Diego and Las Vegas. We eventually became partners in principle in the early 2000's. We continued adding lines and reps throughout the next 10 years.

Justin joined RODENBECK in 1998, after starting his career in commercial real estate. Justin started in our Pacific Design Center showroom and updated our technology systems before taking over one of our two LA sales territory. He then moved over to cover the Orange and Inland Empire counties and expanded the LA territory outside team to 3 reps. Since Terry Rodenbeck's retirement, Justin has taken over the Hawaii territory and also manages our amazing outside rep team of Terri Conley, Bismark Padilla, Heather Waclaw & Jenna Struchoff.

How has the company changed over the years?

(Kevin) The company has evolved from just a few of us schlepping furniture out of our home offices to any customer who would

talk to us, to an organization with quality people in defined (but flexible) roles and showrooms / offices in 3 locations covering 5 states. We've always tried to work harder than the other guy. What we do isn't rocket science, and we know if you work hard and smart, and do what you say you're going to do – customers will do business with you. We are in a people business and we know people tend to do business with people they like. We strive to be honest and like-able, because that's who we are. We hope people feel that way about us, and know that when they call us to help find a solution for them, it will be a good one, that they can count on us and our factories standing behind.

If you could use just one word to describe RODENBECK what would it be?

(Justin) I would choose the word "family". It's obviously family in the literal sense for us, but we feel strongly that our whole organization is like a close-knit business family too. We sincerely care about each other and what is going on in each other's lives outside of business.

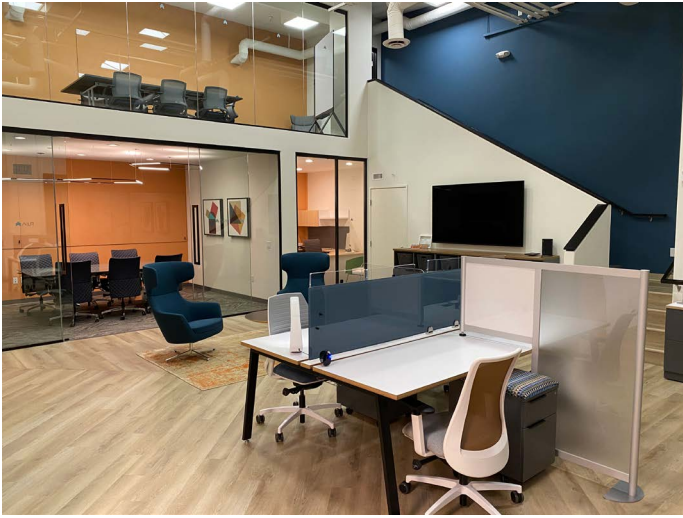
(Kevin) I would say, "rewarding". We strive to make the people we work with feel rewarded for the things they accomplish and contribute. Our company wouldn't be what it is without everyone feeling they have an important role in effecting the outcome of their communication with customers. Our goal is to have those that work here be happy and feel appreciated. We know they will do a better job if both of those things are happening.



Terry Rodenbeck

Terry Rodenbeck started in the furniture business at Gunlocke in Wayland, New York in 1968. He rose to become their VP of sales in the early/mid 70's. Photo taken circa 1971.

**INDEPENDENT REP
GROUP SPOTLIGHT**



RODENBECK's New Orange County Showroom

**What do you think is the secret to
RODENBECK's longevity and success?**

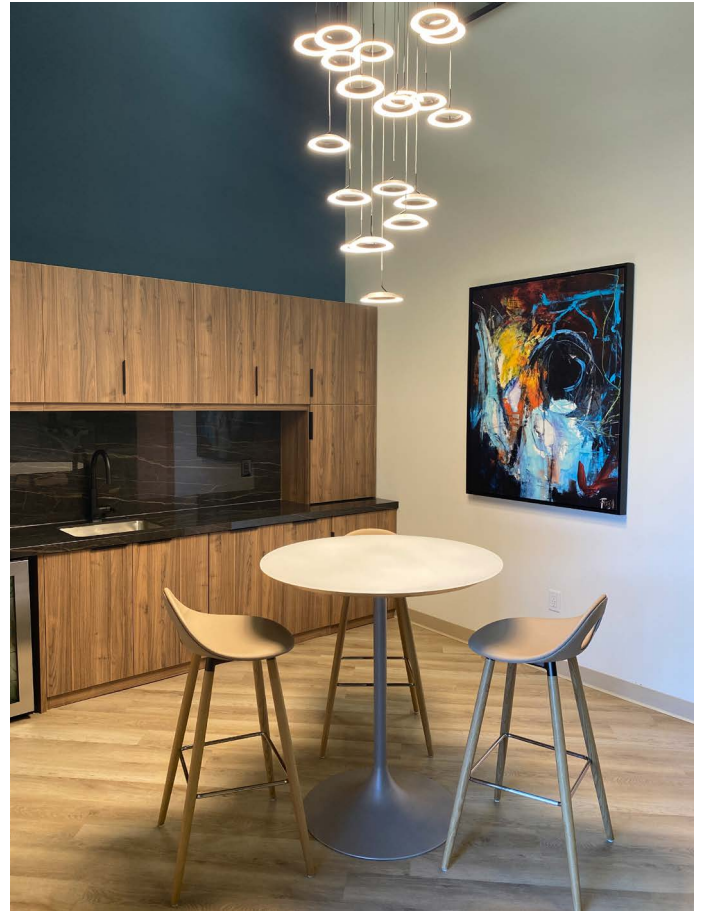
(Justin) Longevity, Consistency and Pride in our work. What we do is not rocket science but you do need to be able to multitask well and communicate effectively. On top of that, you absolutely need to have a sense of pride in the workspaces we help create while being easy and enjoyable to do business with. Our job is to be navigate a project with our products through the waters between our manufacturers and our designers and dealers. Sometimes those waters can be a bit rough, but it is our job to bring the ship in. We feel we have an amazing team that all knows this is what it takes.

**What makes you most excited about
working in the contract design industry?**

(Justin) With the diverse line package we represent, we cover a lot of vertical markets. I can be working on a corporate office project on Monday, a hospital waiting room on Tuesday, a college student union on Wednesday, a military base on Thursday and hotel on Friday. It's never boring and we are always learning more!

(Kevin) One of the toughest questions to answer when you meet someone outside of our business for the first time is "so what kind of business are you in?". I hesitate to say "I sell office furniture" because that is typically perceived as just slightly more appealing (or not) than being a used car salesman.

We get to call on very talented people in the Architecture and Design community. I find myself talking more about how a great Interior design of an office space can be transforming to the people who work there. It's very rewarding to be able to help architects, designers and end users find the right solutions that transform their space from just a place to work to a place they enjoy being in.



RODENBECK's New Orange County Showroom

Independent reps are like traffic cops standing in the middle of a multi-lane freeway with no center divider. The manufacturers are one side and our customers on the other. Our job is to keep traffic flowing without any head-on collisions. Luckily for us, we are still here and haven't been hit by a semi-truck yet.

- Justin Rodenbeck, Principal, RODENBECK.

**How do you think RODENBECK
will evolve over the next 5-10 years?**

(Justin) Although we have represented some of our lines for 25+ years, we have taken on some lines over the last 10 years that have taken us to new markets we may not have been as strong in previously. We are determined to stay at the forefront in our industry with a passion to be THE resource for our customers to go to. Our customer needs and design trends lead the way. With multiple showrooms and new virtual technology we plan on staying visible as much as possible.



THE MOST EFFECTIVE CHOICE HOSPITAL DESIGNERS CAN MAKE TO IMPROVE PATIENT SATISFACTION

BY ASHLEY BLEVINS

Interior designers and architects that work in healthcare know the many challenges facing them when starting a project. There are hundreds of articles and blogs released daily that discuss color, accessibility, and comfort, among other design specifications that affect a patient, the care team, and families in a hospital. Whether you are trying to learn more about healthcare design or are familiar with the design sector, it's important to understand how design can affect patient satisfaction hospital reimbursements. Designers and architects are challenged with delivering eye-catching and functional patient room designs complete with equipment that helps care teams provide the best treatment, and service to patients. The patient care environment must promote best practices in communication, treatment and customer service. This all stems from one crucial goal: increasing patient satisfaction.

Since the 1980s, more than 600 studies have been conducted that strongly link hospital environments to patient satisfaction, stress, health outcomes, and overall quality of care. Making healthcare environments more comfortable, aesthetically pleasing and informative have been found to reduce patient stress and increase overall satisfaction in their care. This leads researchers to infer that the design of the patient room is an

indicator in how favorably patients rate their overall satisfaction with a hospital. Even though only two questions on the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey directly ask about the built environment, evidence suggests that it plays a big role on how all questions on the survey are rated. A large investment is being made in healthcare, giving designers a chance to rethink how form meets function in this environment. Proper design can improve staff effectiveness, decrease patient falls, and increase patient engagement and communication.

So what is HCAHPS?

The Hospital Consumer Assessment of Healthcare Providers and System, or HCAHPS, is a patient satisfaction survey required by CMS (the Centers for Medicare and Medicaid Services) for all hospitals in the United States. It is a survey instrument and data collection methodology for measuring patients' perceptions of their hospital experience. The survey produces comparable data on the patient's perspective on care that allows objective and meaningful comparisons between hospitals. The survey takes the voice of the patients (and in some cases their family members) and compiles to publicly report the data online for all to see. Why is the public reporting

important? Think about this way – if you’re going in for elective surgery or deciding on a hospital to have a baby for example, you want to make an informed decision based on other experiences. Think of this like a restaurant review. You’re more likely to choose a hospital that has positive reviews. Not only does the government provide reimbursements for Medicare and Medicaid based on these surveys (estimated at \$500 million annually), but hospitals make money in the areas where you have a choice. Bottom line: hospitals care about these scores and actively engaged in conversations on how to improve them daily. Typically there is a person assigned to oversee all Patient Satisfaction initiatives within the facility.

The HCAHPS survey asks discharged patients 29 questions about their recent hospital stay. The survey contains 19 core questions about critical aspects of patients’ hospital experiences (communication with nurses and doctors, the responsiveness of hospital staff, the cleanliness and quietness of the hospital environment, communication about medicines, discharge information, overall rating of hospital, and would they recommend the hospital). The survey also includes three items to direct patients to relevant questions, five items to adjust for the mix of patients across hospitals, and two items that support Congressionally mandated reports.

Here is a sampling of some of the questions on the survey. All of the questions on the survey have options for never to always or strongly disagree to strongly agree. Scoring is based on a top box methodology. The volume of surveys being sent out is huge. Over 4,000 hospitals across the country participate equating to over 3 million patients taking the survey.

End of the day, the HCAHPS survey aims to provide referrals for hospitals – higher the score, the more likely patients will choose that hospital. It also reinforces the branding of the institution, which improves recognition and preference. As, stated before, money is on the line with these scores. And that’s the real benefit to the hospital for keeping up with their scores and continually working to improve them. Hospitals will receive about billions in incentive payments across the country for in-patient hospital discharges under the value-based purchasing program. Each hospital relies on those incentives to reinvest into their network to continue to grow, expand, and improve their scores through patient satisfaction initiatives. When we opened up this discussion, we talked through the challenges you face when specifying and choosing furniture and furnishings meeting the needs of the healthcare environment.

LET’S RECAP

1. There are hundreds of articles and blogs released daily that discuss color, accessibility, and comfort, among other design specifications that affect a patient, the care team, and families in a hospital.
2. Designers and architects are challenged with delivering eye-catching and functional patient room designs complete with equipment that helps care teams provide the best treatment, and service to patients.
3. The patient care environment must promote best practices in communication, treatment and customer service. This all stems from one crucial goal: increasing patient satisfaction.

INDUSTRY INSIGHTS

See the chart on the right to show just what proper design can do for patients. While there are many factors to consider when designing a patient room, one proven design choice that increases patient satisfaction is a custom patient room whiteboard. Studies have shown that whiteboards can significantly improve patients' overall satisfaction. Customizable patient room boards have become an integral part of the treatment process because they foster communication and give patients a better understanding of their care. Including whiteboards in every patient room delivers a helpful and interactive communication tool that increases patient satisfaction, health, and happiness. Patient room boards alone have been linked to full six-point increases in HCAHPS scores.

When choosing the right patient room boards, it's important to keep in mind how they will provide a pleasing aesthetic experience, be placed in a room so it is easy to see and read, and how it can be properly cleaned for infection prevention. Viewing natural scenes has been shown to promote a healing environment and improve patient outcomes. Even a fairly brief encounter with nature or a natural scene has been shown to reduce stress and also improve how well a patient perceived their pain was managed during their stay. However, incorporating natural elements into a room may not always be easy given wall space is at a premium. Allowing for graphics of any kind to be incorporated into patient room boards accomplishes multiple goals and adds to the environment. Backgrounds with healing colors, natural landscapes, and crisp, clear writing aid in healing and communication between patients and employees.

How Effective Whiteboard Communication Mitigates the Dangers and Costs of Patient

Anxiety Patient anxiety can manifest itself in nearly any stage of treatment (before treatment, during treatment and post care). While hospitals have learned to treat patients in spite of their anxiety, the effect it has on patients, care teams and hospital performance is driving up costs, reducing overall patient health and prolonging treatment. One proven solution to these issues has been implementing and using patient room whiteboards. When used effectively as a communication tool, whiteboards can reduce patient anxiety, increase satisfaction scores and reimbursements and help nurses provide better care for their patients.

Anxiety manifests itself in patients before they even make the decision to seek treatment, often causing hesitance that can result in serious health consequences. Delaying treatment can initially increase the cost of treatment and reduce its effectiveness, in turn decreasing patient satisfaction and recovery rates. This decrease in patient satisfaction can have a profound effect on HCAHPS scores, which often dictate reimbursement rates for hospitals. In order to mitigate the effects of anxiety before treatment and increase patient satisfaction, providers can take the time to effectively communicate with patients — explaining the details and reasoning behind tests and procedures —

PROPER DESIGN OF PATIENT ROOM LEADS TO⁶:

Reduction of Stress and Fatigue of the Staff

Reducing stress of the staff will ultimately lead to better care and increase effectiveness of that care.



Improvement of Patient Safety

61% of executives say they implement design to prevent patient injury. Safety increases when people, items and furniture are in appropriate places.

Reduction of Patient Stress

When patients are more satisfied and confident in their care, their 30-day risk-standardized readmission rates decrease.



Improvement in Healthcare Quality

Properly designing the facility will ultimately lead to improvement of the quality and reviews of the facility and caregivers themselves.



**6.3
points**

The increase in patient satisfaction when whiteboards were used in hospital settings.

using whiteboards. This helps prepare patients for treatment and reduce the unknown factors that cause anxiety, thus increasing how satisfied they feel about their care. Studies have shown significant increases of up 6.3 points in patient satisfaction when whiteboards were used in hospital settings.

Want to learn more about how such a simple product can increase a hospital's HCAHPS scores? Download some whitepapers from VividBoard here.

VividBoard simplifies the design and procurement process by providing a one stop shop for patient room boards. Different areas of hospitals serve different types of patients, so the information and type of board may not be the same in each area. With whiteboards in patient rooms, nurses' stations, and hospitals in 500 facilities nationwide, we understand how to design for specific areas of the hospital effectively.

Our communication experts work with you to create the perfect tool to enhance any hospital space and improve provider and patient communication, increasing patient satisfaction. We know what should go on each board and how each piece of data helps ease patient anxiety and improve hospital stays for patients, family and staff. Since each facility is unique, one size or design does not fit into all environments.

With a variety of options including classic whiteboards, glassboards, and changeable glassboards, offered in standard and custom sizes, VividBoard is able to provide the perfect board for exact specifications of a facility. With our made-to-order process, facilities can specify colors, designs, images, and logos, making sure your boards follow brand standards and blend

with the existing aesthetics of your hospital. As an industry leader, we make it easy and intuitive for your designers to specify a customized whiteboard that provides outstanding design, detail, and quality. Learn more by reading from sources used to create this article.



When choosing the right patient room boards, it's important to keep in mind how they will:

- 1 Provide a pleasing aesthetic experience.
- 2 Be placed in the room so it is easy to see and read.
- 3 Be properly cleaned for infection prevention.