

**PURPOSEFUL 2023**

**SOME ASSEMBLY REQUIRED**

**AN ARCHITECTURE IN HEALTHCARE  
WORKSHOP**

**WEDNESDAY,  
AUGUST 16, 2023  
7:30 AM - 2:00 PM**

**VENUE HOST:**

**HERMAN MILLER SHOWROOM**

**ADDRESS:**

**3641 HOLDREGE AVENUE, SUITE 100  
LOS ANGELES 90016**

**CEUs:**

**5 LU/HSW**



VENUE HOST

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# PURPOSEFUL: RULES OF ENGAGEMENT

## DON'T DO THIS:

- ✗ DON'T BE A SPECTATOR
- ✗ DON'T TALK ABOUT THE STUFF WE ALREADY KNOW AND ALWAYS DO
- ✗ DON'T BE AFRAID TO OFFER NON-TRADITIONAL OR EVEN CRAZY-SOUNDING IDEAS
- ✗ DON'T BE AFRAID OF WHAT THINGS COST
- ✗ DON'T BE AFRAID TO THINK CHEAP AND SIMPLE
- ✗ DON'T WORRY MUCH ABOUT BUILDING CODES
- ✗ DON'T CENSOR YOURSELF – OR ANYONE ELSE

## DO THIS:

- ✓ COLLABORATE
- ✓ BE OPEN
- ✓ CHALLENGE WHAT DOESN'T WORK WELL, EVEN THOUGH THERE MAY BE COLLATERAL DAMAGE
- ✓ MINE YOUR PERSONAL EXPERIENCE, NOT JUST YOUR PROFESSIONAL KNOWLEDGE
- ✓ LOOK FOR THE WEAK POINTS AND OFFER WAYS TO STRENGTHEN THEM
- ✓ THINK ABOUT WASTE AND HOW TO ELIMINATE IT
- ✓ THINK ABOUT HABITS THAT NO LONGER SERVE A PURPOSE
- ✓ REMEMBER THAT BAD IDEAS ARE JUST A WAY TO START A DISCUSSION



# PURPOSEFUL: SOME ASSEMBLY REQUIRED

Within the diverse sprawl of Los Angeles, stark contrasts in healthcare access exist. While the city boasts world-renowned medical facilities and cutting-edge research institutions, the persistent and troubling reality is that in many neighborhoods, quality healthcare is a luxury rather than a right. These healthcare deserts illustrate a disheartening inequality, where one's ZIP code determines the availability of vital medical care.

Last year at PURPOSEFUL we sought ideas to embed health care in the lives of residents who are balancing limited time and resources, compounded by urban geography. This year, we'll roll up our sleeves and give those ideas form.

## THE TASK AT HAND (8:45-11:30)

In this design charrette exercise, you will contribute your creative insights and collaborate in small groups to envision possibilities for the future of healthcare venues in urban areas like Los Angeles.

We want you to engage in a free-flowing discussion, encourage innovative thinking, challenge assumptions, and propose unconventional solutions. Prioritize open communication, active listening, and the inclusion of diverse viewpoints.

The work of this gathering will be to redesign real LA buildings as clinical settings, bringing innovative ideas for their adaptive reuse. You and your team members will brainstorm ideas for transforming a building to serve community health needs with a given combination of program-focused clinics. This could involve using outdoor spaces, selective demolition, or creatively reconfiguring the interior. The focus should be on adaptive reuse, exploring possibilities that extend beyond the building's existing walls. Teams should consider how the assigned care programs make use of the immediate site surroundings, and how they actively benefit the larger community, ensuring inclusivity and diversity of perspectives.

As ideas emerge, participants should sketch rough concepts, jot down notes, or use any preferred means to visualize and document their design proposals. Be sure to preserve the thought process to explain the rationale behind each idea and how it aligns with the site context and chosen program combination.

## ANALYSIS (12:30-2:00)

Each group will have the opportunity to present their design concepts to the larger gathering. This quick presentation should showcase the adaptive reuse strategies, program allocation, and how the proposed clinical setting harmonizes with both the building and the community.

- **Health literacy:** How can we improve health literacy and enable patients to make informed decisions about their healthcare? What are the key factors that contribute to low health literacy, and how can we address them? How can healthcare providers and organizations use technology and other tools to improve health literacy?
- **Preventative Care:** preventative care and wellness programs - in addition to treating illnesses and conditions, creating community-based initiatives to promote healthy lifestyles and behaviors.
- **Cultural competency:** How can healthcare providers better understand and address the cultural and linguistic needs of underserved communities? How can we improve communication and build trust between healthcare providers and patients from different backgrounds? What strategies can be used to promote cultural competence in healthcare organizations?



# PROGRAM AGENDA

**7:30 AM**

REGISTRATION/NETWORKING AND BREAKFAST

**8:00 AM**

WELCOME, PANEL INTRODUCTIONS,  
PROGRAM OVERVIEW

**8:45 AM**

THE WARMUP

**9:15 AM**

THE DESIGN CHARRETTE

**11:30 AM**

THE WRAP UP, LUNCH

**12:00 PM**

PIN UP

**12:30 PM- 2:00 PM**

TEAM PRESENTATIONS AND CLOSING

## MODERATOR:

**NICK MASON**

MARKETING COORDINATOR  
PERKINS&WILL

## OPENING REMARKS:

**GARY ROBERT GOLDBERG, AIA**

PRINCIPAL, G GOLDBERG AIA

**HUNVEY CHEN, AIA**

PRINCIPAL, HOK

**ASHLEY MANGUS, ASSOC. AIA**

ASSOCIATE, HGA



# PROGRAM AGENDA

## PANELISTS:

### **ERIC BROWN**

DIRECTOR OF CONSTRUCTION, SHARP HEALTHCARE

### **DR. ERICK CHEUNG**

CHIEF MEDICAL OFFICER, UCLA RESNICK NEUROPSYCHIATRIC HOSPITAL

### **BILL EVELOFF, AIA**

MANAGING DIRECTOR OF HEALTHCARE CUSHMAN & WAKEFIELD

### **DR. ANITA GIRARD**

CHIEF NURSING OFFICE AND VICE PRESIDENT OF NURSING, CEDARS-SINAI MEDICAL CENTER

PRESIDENT, AMERICAN NURSES ASSOCIATION OF CALIFORNIA

### **LAURA GRANT**

EXECUTIVE DIRECTOR OF STRATEGIC IMPLEMENTATION AND PMO, CITY OF HOPE ORANGE COUNTY

### **AVI GRIGORESCU, FAIA**

CAPITAL PROJECTS TEAM MANAGER, NATIONAL FACILITIES SERVICES, WEST LOS ANGELES MEDICAL CENTER AT KAISER PERMANENTE

### **DONALD MANELLI**

PRESIDENT, CARE HARBOR

### **NANCY MOSES, LEED AP BD+C**

PRINCIPAL, TRAMMELL CROW COMPANY

### **KIMBERLEE ROBERTS**

SENIOR DIRECTOR CLINICAL SERVICES, SCRIPPS HEALTH

### **AUDREY SIMONS, MSHA**

CHIEF EXECUTIVE OFFICER SAN FERNANDO COMMUNITY HEALTH CENTER



## MEET OUR PANELISTS



### **ERIC BROWN**

DIRECTOR OF CONSTRUCTION, SHARP HEALTHCARE

Eric has managed Health Care Construction project teams for over 25 years for four major Southern California health care systems including UCLA, Hoag, Scripps and Sharp. His portfolio includes the completion of over \$1 Billion of Southern California healthcare projects, Including parking structures, interior remodels and renovations, seismic retrofits, and new MOB's and hospital towers. Through his extensive knowledge of critical care environments, hospital operations, logistics, HCAi and CDPH, Eric has been able to make significant impacts to the physical environment of health care delivery in San Diego. Eric has been the Director of Corporate Construction for Sharp HealthCare since 2021 and is currently responsible for collaboratively developing and implementing billion-dollar Master Plans for the Sharp Metro and Sharp Grossmont Campuses.



### **DR. ERICK CHEUNG**

CHIEF MEDICAL OFFICER, UCLA RESNICK NEUROPSYCHIATRIC HOSPITAL

Dr. Erick Cheung is the Chief Medical Officer of the Stewart and Lynda Resnick Neuropsychiatric Hospital (RNPH) at UCLA. From 2011-2018, Dr. Cheung was the Medical Director of Emergency Psychiatric Services. He was appointed Chief Quality Officer of the Department of Psychiatry in 2016. Dr. Cheung served as President of the Southern California Psychiatric Society in 2019. For the past 10 years, he has served on the LA County Emergency Medical Services (EMS) Commission, presided as Chair from 2017-19, with efforts focused on enhancing medical field responders' capabilities to mental health crises and reducing law enforcement involvement. He maintains a private practice at UCLA where he sees patients for medication management and psychotherapy. Dr. Cheung received his medical degree in 2007 from Albany Medical College with a distinction in biomedical ethics. He completed his adult psychiatry residency at UCLA, where he served as chief resident in 2010-11. He is an Associate Professor of Health Sciences at the UCLA David Geffen School of Medicine in the Department of Psychiatry.



### **BILL EVELOFF, AIA**

MANAGING DIRECTOR OF HEALTHCARE AT CUSHMAN & WAKEFIELD

Bill Eveloff is Managing Director for Healthcare with Cushman & Wakefield. As a licensed Architect, he has over 27 years' experience in the California healthcare planning, design, and construction industry, where he has served on both the consulting and health provider sides. And over the course of his career, Bill has presented on multiple topics about healthcare planning and delivery. Bill's educational background includes a BA in English Literature from CU-Boulder, a MArch from SCI-Arc, an MBA from UC Irvine, and a Certificate in Data Science, Coding and Analytics, also from UC Irvine. Bill is passionate about working with diverse clinical stakeholders and industry partners to envision and deliver holistic solutions; particularly, solutions that support healthcare providers' mission and strategies to effectively care for their communities and promote long-term sustainability.

## MEET OUR PANELISTS



### **DR. ANITA GIRARD**

CHIEF NURSING OFFICE AND VICE PRESIDENT OF NURSING,  
CEDARS-SINAI MEDICAL CENTER

PRESIDENT, AMERICAN NURSES ASSOCIATION OF CALIFORNIA

Dr. Anita Girard is an experienced healthcare leader with a demonstrably successful history of working in the hospital & healthcare industry. She is skilled in nursing management, evidence-based practice, patient advocacy, nursing education, mentoring new leaders, and driving quality clinical outcomes.

She has significant experience related to LEAN implementation and ANCC Magnet Designation in healthcare systems.

Dr. Girard is actively engaged in local, state, national and international communities to promote the nursing profession and improve the quality of healthcare.

Dr. Girard has a strong business development background with a Doctor of Nursing Practice focused in Executive Leadership from University of San Francisco. She is currently driving practice and professional development as the Chief Nursing Office and Vice President of Nursing at Cedars-Sinai Medical Center and serving as the President for American Nurses Association of California.



### **LAURA GRANT**

EXECUTIVE DIRECTOR OF STRATEGIC IMPLEMENTATION  
AND PMO, CITY OF HOPE ORANGE COUNTY

Laura Grant, an operational and strategic healthcare leader, currently serves as the Executive Director of Strategic Implementation and PMO for City of Hope Orange County. Laura has a diverse background with leadership roles in clinical operations, performance improvement, IT, business development and hospital administration. Laura has a clinical background with an MA in Organizational Leadership and Development from Chapman University. Laura has additional credentials as a Lean Leader, a certified Strengths Coach as well as a trained teacher in Facilitative Leadership. Ms. Grant plays to her strengths in the design and implementation of numerous healthcare programs and building developments.



## MEET OUR PANELISTS



### **AVI GRIGORESCU, FAIA**

CAPITAL PROJECTS TEAM MANAGER, NATIONAL FACILITIES SERVICES, WEST LOS ANGELES MEDICAL CENTER AT KAISER PERMANENTE

Avi Octavian Grigoresco grew up in Romania and moved to California in 1980 as a political refugee. He manages the capital projects program for the Kaiser Permanente West Los Angeles service market. Licensed in California and Arizona, Avi has designed and built hospitals and healthcare facilities for Dignity Health, Huntington Health, Heart Health, Renown Health System, The Veterans Administration, Pacific Medical Buildings, and others. As facilities executive, he has steered design and construction of the University of California at Irvine Douglas Hospital, and for the County of Ventura replacement hospital. At Kaiser Permanente, his team is managing over 100 projects including infrastructure upgrade strategies, seismic upgrade of the West Los Angeles hospital, radiology strategy, perioperative renewal strategy, and the renaissance of several aging medical office buildings. His professional north star is defined by three guiding principles: intuitive, pervasive, and aspirational. Systems, services, and resources in a building must be intuitive and easy to use. Pervasive, as in building facilities closer to where the patients live, work and play. Aspirational as in designing built environments for experiences that positively impact health and health outcomes.



### **DONALD MANELLI**

PRESIDENT, CARE HARBOR

Donald Manelli is Founder and CEO of Care Harbor, a Los Angeles based charity. Its mission is to promote the health and well-being of underserved populations by creating new pathways to accessible, sustainable care. Since its first free clinic in 2010, Care Harbor has provided more than 170,000 free medical, dental, vision and preventive care services to vulnerable and in-need individuals and families in L.A. County. Thousands of volunteer healthcare professionals and organizations participate at Care Harbor's free clinic events. Care Harbor is the community coming together to help its own.



### **NANCY MOSES, LEED AP BD+C**

PRINCIPAL, TRAMMELL CROW COMPANY

Nancy Moses serves as Principal with Trammell Crow Company, where she leads project execution within the Los Angeles business unit. Specializing in client management, Nancy helps occupiers identify and implement real estate solutions, and is sought after by clients for her ability to drive decision-making consensus and then convert that shared vision into a turnkey delivery. Nancy has successfully delivered over 1.7 million square feet of office and healthcare developments within the greater Los Angeles area, with more than 750,000 square feet anticipated to commence construction in 2023. Nancy was recognized as Commercial Property Executive's Stars to Watch in 2020, and one of Real Estate Forum's 2022 Women of Influence. Recent projects include the Vermont Corridor County Administration building, MLK Medical Office Building, Engemann Student Health Center on the USC Campus, and the USC Keck School of Medicine Soto Health Science Building.

## MEET OUR PANELISTS



### **KIMBERLEE ROBERTS**

SENIOR DIRECTOR CLINICAL SERVICES, SCRIPPS HEALTH  
Kimberlee Roberts, MPH, FACHE is the Senior Director for Clinical Services at Scripps Health. She has over 30 years of experience running Clinical Operations for both in and out-patient services. She is currently responsible for over 22 departments as well as Project Management for Facilities Design and Construction at Scripps Memorial Hospital La Jolla.



### **AUDREY SIMONS, MSHA**

CHIEF EXECUTIVE OFFICER AT SAN FERNANDO COMMUNITY HEALTH CENTER

As CEO of the San Fernando Community Health Center (SFCHC) since 2013, Audrey Simons has spearheaded the organization's transition from a community hospital to a state-of-the-art Federally Qualified Health Center (FQHC) that provides a full complement of medical, dental, behavioral health and education services for the entire community, with an emphasis on the most vulnerable and chronically underserved. Under Simons' leadership, the SFCHC has experienced unprecedented growth – with a 284% growth factor from 2016-2019 – as it continues to remain true to its nearly century-long legacy as a treasured health resource by enhancing community access to high-quality primary care services. Major projects completed in the those years include building out the SFCHC Primary Care Center, expanding the Dental Clinic and opening a satellite clinic in Mission Hills, in collaboration with a non-profit recuperative care agency, Harbor Cares. Projects underway in 2023-2024 include a Mobile Medical Service designed to serve unhoused persons at safe parking areas and shelters, a possible site opening in late summer 2023 within Harbor Cares' new recuperative care center in Lancaster, and the anticipated buildout of 1500 square feet of commercial space within the footprint of HOLOS Communities Corazón Del Valle project in Panorama City. Prior to joining SFCHC, Simons served as Administrator of Community Benefits/ Grants for the San Fernando Campus of Mission Community Hospital for 10 years. In that position, she was responsible for all community benefits programs and oversight of capital projects, plus wrote and administered grants. Simons is actively involved in several community/ civic organizations, including serving on the Board of Directors for the Valley Cares Community Consortium, The Valley Economic Alliance, and the Community Clinic Association of Los Angeles County. She holds a Master of Science degree in health administration and a Bachelor of Science degree in dental hygiene. She worked for nearly 30 years as a Registered Dental Hygienist in the San Fernando Valley.



## MODERATOR



### **NICK MASON**

MARKETING COORDINATOR  
PERKINS&WILL

Born in Cincinnati, Ohio, Nick brings the spirit of the Midwest to Los Angeles. Nick graduated from the University of Cincinnati's College of Design, Architecture, Art, and Planning (DAAP) with a Bachelor of Science in Industrial Design. Landing in the architecture field after school, Nick transitioned from Graphic Designer to Marketing Manager at Cincinnati A/E firm, Elevar Design Group.

Nick continues to pursue the marketing and business development side of the industry. Upon moving to Los Angeles, he joined the Perkins&Will team where he currently serves as Marketing Coordinator. His responsibilities include proposal coordination, graphic design, and client engagement. Outside of work, Nick has a passion for painting and art curation. Having planned art shows for several years as a hobby, Nick applies his curatorial experience to various industry workshops and studio events.

## FACILITATORS

### **ROOZBEH AFZAL**

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### **JHIAH CHANG, AIA**

Cedars-Sinai

### **TRISHA CLARK**

Cannon Design

### **KEN DOWNING**

Light Build Design

### **PARINI MEHTA, AIA**

CO Architects

### **NICK RAMIREZ**

ZGF Architects

### **KEVIN STATEN, AIA**

HOK

### **GARY VILINSKY**

Tangram Interiors

### **DEENA WEINER WIDRAN, AIA**

Degenkolb Engineers

### **MEI ZHAO**

P2S



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ASHLEY MANGUS, ASSOC.AIA - HGA, CO-CHAIR

GARY ROBERT GOLDBERG, AIA - G GOLDBERG AIA, CO-CHAIR

## PURPOSEFUL PLANNING COMMITTEE

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DANIEL NICKERSON - PIVOT INTERIORS

GARY VILINSKY - TANGRAM

DEENA WEINER-WIDRAN, AIA - DEGENKOLB

MEI ZHAO - P2S

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CO-CHAIR: KEVIN STATEN - HOK

## AIA LOS ANGELES STAFF

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CYRICE GRIFFITH - DEPUTY EXECUTIVE DIRECTOR

MARC ROMEO - EVENTS & PROGRAM MANAGER

WILL WRIGHT, HON. AIALA - DIRECTOR OF GOVERNMENT & PUBLIC AFFAIRS

STEVE TANNER, HON. AIALA - MEMBERSHIP DIRECTOR

LORI DIAMOND - OFFICE MANAGER

## TAKE A SURVEY:

