



HEALTHCARE
REAL ESTATE
ADVISORS

*“We are in health care services—
we are not experts in selecting
architects, general contractors,
and negotiating with landlords.
With HCREA’s assistance we
were able to select the architec-
tural firm and contractors that
best fit our needs. It all went so
smoothly, you would never have
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different entities at the table.”*

*Reinaldo Gonzalez
Chief Executive Officer
Settlement Health*

CLIENT SUCCESS STORY



HCREA Helps Community Health Care Center Grow in Urban Area with Limited Available Space

THE CHALLENGE

Settlement Health has provided high-quality, comprehensive primary health care services to the residents of East Harlem, NY since 1977. Committed to providing the same comforts and quality of care as the city’s finest health centers, Settlement Health serves 13,000 people annually and employs more than 90 experienced physicians, nurse practitioners, certified nurse midwives and support staff.

Less than 10 years after completing construction on a three-story building, Settlement Health ran out of space. They wanted to expand to accommodate more patients and add new medical services. Office staff was doubled and tripled-up in small offices with inadequate storage and little useable workspace. Because of the overcrowding, HVAC could not function properly – making for an uncomfortable work environment. With no place to go, the accounting department had moved into the patient library, compromising an important community resource.

The East Harlem area where Settlement Health is located offers little modern commercial space that is suitable for medical or office use. The executive team at Settlement Health wanted to add a fourth story to their building or reconfigure the existing space for more efficiency. If they determined neither of these options to be practical or even possible, they were going to have to find a nearby location for their administrative offices in an area with low vacancy rates and skyrocketing rents.

THE SOLUTION

Reinaldo Gonzalez, Chief Executive Officer for Settlement Health, heard about HCREA from his fiscal consultant, who had clients who had used HCREA. Gonzalez and Chief Operations Officer Mali Trilla retained HCREA to determine if Settlement Health’s current space could accommodate an expansion or reconfiguration. “HCREA took several months to thoroughly scour public records, identify and contact the original architect and engineer, and conduct onsite testing,” Gonzalez says. “They concluded that the structure couldn’t support an additional story. They also advised us that a reconfiguration of our existing space would be very costly and would require us to shut down the clinic for lengthy construction, which wasn’t an option for us.”

(over)



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“HCREA protects and looks out for the client’s best interests, and they are very concerned about their clients getting a fair deal from vendors. HCREA was a bulldog in protecting our interests, yet was always very professional. It’s obvious that they take pride in what they do.”

Mali Trilla

*Chief Operations Officer
Settlement Health*

So HCREA set out to find potential office space in the area surrounding Settlement Health. When HCREA first brought space that was ideal from a location perspective to Gonzalez and Trilla, the executives dismissed the property. “The space was a horror,” Gonzalez says. “You’ve got to have vision, and that’s what HCREA had.” HCREA told Settlement Health exactly what would be needed to be done to the space and what it would take to make the space fit their needs. “We considered doing it ourselves but HCREA had a combination of skills that we thought were unique,” Trilla says. “HCREA provided all the services we needed without our having to go out and form relationships with additional firms.”

THE RESULTS

HCREA negotiated with the landlord for the lease and then helped Settlement Health generate a Request For Proposal (RFP) to select an architect and general contractor. Settlement Health retained HCREA for the whole process of renting, redesigning and constructing the space. “It all went so smoothly,” Gonzalez says. “You would never have known there were so many different entities at the table.”

Trilla agrees that HCREA was a much better choice than a traditional broker. “HCREA protects and looks out for the client’s best interests, and they are very concerned that their clients are getting a fair deal from vendors,” she says. “HCREA was bulldog-like in protecting our interests, yet was always very professional. It’s obvious that they take pride in what they do.”

Settlement Health recently moved into its new administrative office space which has greatly improved staff conditions, paving the way for greater productivity. With more space now available in its health care center, Settlement Health is better able to expand the services it offers the East Harlem community. HCREA took the time to learn about Settlement Health’s culture and needs so they could deliver the best results for their client. Settlement Health has been doing the same for the East Harlem community for more than 30 years and is now better prepared to meet their patients’ future needs, thanks to their new space.