



IntegraMedTrusts HCREA to Find, Negotiate and Customize Spaces Nationwide for Its Highly Specialized Medical Practices

THE CHALLENGE

“We use HCREA because they know the differences between leasing office space and medical space. Add to that the fact that they are also experts in usable space, meaning how much of the space we are paying for can actually be used for our purposes. They can foresee design nuances that we would not and then can advise us accordingly.”

*Claude E. White
Vice President & General Counsel
IntegraMed*

IntegraMed provides management services to highly specialized technology-based medical practices. With expertise in niche medical sectors like fertility and vein care, IntegraMed helps practices grow, become more profitable, and provide superior patient care. One key service IntegraMed provides is finding and maintaining space for its medical practices.

Medical offices and laboratories have very stringent specifications for space. Finding a space that can meet these types of requirements is challenging in any geographical market. Transforming those spaces into clinical or laboratory medical facilities can be an arduous process as well.

THE SOLUTION

For more than 10 years, IntegraMed has put their trust in HCREA to find space for its medical practices nationwide. “As an in-house attorney, I’m a generalist,” says Claude E. White, Vice President & General Counsel of IntegraMed. “But even real estate lawyers specialize in buying and selling space, not designing it. HCREA goes way beyond what a traditional real estate broker can offer. They understand design and how to get the best utilization out of a space for the least cost.”

For instance, when IntegraMed client The Reproductive Science Center (RSC) of Boston learned that the hospital that housed it was closing within 12 months, IntegraMed turned to HCREA to find an alternative space and to build a new lab, a process that usually takes much longer than a year. RSC needed to be up and running in a new location in the highly competitive Boston market within that year so they would be able to provide continuous care to patients at critical times during the IVF process.



CLIENT SUCCESS STORY

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“HCREA took the time to really understand the specific requirements of an embryology lab,” White says. The complex technical requirements for facilities specializing in fertility include: high-performing HVAC, a location away from fumes and outside air conditions which could taint the lab environment, accessibility for people traveling from out of state, an easy way to get medical gases from a loading dock to the IVF facility, large elevators to accommodate a gurney, slab-to-slab height to accommodate required HVAC flow, above-standard electrical capacity with generators, substantial parking, and proximity to top hospitals.

HCREA found, negotiated and assisted with the build-out of a 25,000 square foot space in Lexington, MA and RSC continues to thrive. “We use HCREA because they know the differences between leasing office space and medical space,” White says. “Add to that the fact that they are also experts in *usable* space, meaning how much of the space we are paying for can actually be used for our purposes. They can foresee design nuances that we would not and then can advise us accordingly.”

THE RESULTS

HCREA has provided assistance to IntegraMed in most of its real estate transactions, as HCREA is able to do market surveys anywhere in the county. In recent years HCREA has worked closely with IntegraMed on projects in multiple cities including Chicago, San Francisco, Boston, Margate, FL, and Tacoma, WA. “HCREA’s expertise is invaluable,” says White. “HCREA speaks the same language as the contractors, architects and landlords, which is something most health care practices can’t do.”

IntegraMed manages highly specialized medical practices. IntegraMed trusts the healthcare real estate specialists at HCREA to help find the best spaces for its medical practices.