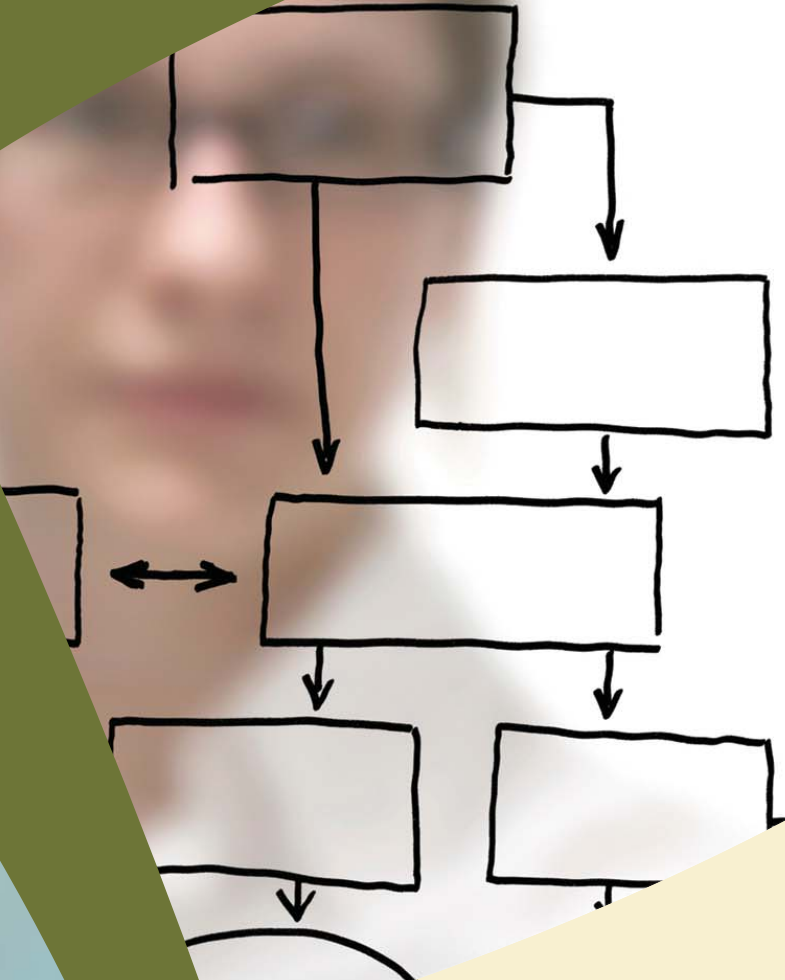


# LILLIBRIDGE ADVISORS



ADVISORY

FACILITY DEVELOPMENT

CAPITAL FUNDING

PROPERTY MANAGEMENT



LILLIBRIDGE  
ADVISORS



## Healthcare is survival of the fittest.

Whether a community hospital, major academic medical center or national healthcare system, competitors in the marketplace are looking for an advantage. This dynamic environment means that the services you offer today may not be the right ones for tomorrow.

With Lillibridge as a partner, a healthcare provider can differentiate itself with the right approach to real estate. Forward-thinking strategic moves create facilities that drive market demand while superior operational and financial tactics produce results.

**Our approach evolves with the market to ensure our clients do more than survive – they thrive.**



MARGIE McHUGH  
Senior Vice President

Lillibridge's comprehensive healthcare real estate advisory services address strategic, operational and financial issues. Before proposing solutions, we identify and fully define each client's situation and needs. We combine this understanding with our broad healthcare expertise to create individualized, impartial strategies.

The pressures on your real estate are many – aging facilities, increasing outpatient demand, evolving technology, shrinking sources of capital, rising costs, increasing competition – and the list goes on.

We think of our approach and the services we provide as organic: continually growing and evolving. Our solutions reflect and anticipate trends in the healthcare industry to address the particulars of your portfolio.

A handwritten signature in black ink that reads "Margie McHugh". The signature is fluid and cursive, written in a professional style.



### *Excellent because ...*

Advisory draws on the experience of our multidisciplinary product specialties in funding, development, program management, and property management – with practical real-time insights that support good decision making.



**We bring experience working with local community hospitals, academic medical centers, and some of the nation's largest national healthcare systems.**

# DO SMART THINGS WITH YOUR REAL ESTATE

The evolution starts now ...

Lillibridge Advisors bring a listen-first approach that addresses your evolving needs, so your portfolio achieves maximum strategic and financial value.

## Listen

We examine issues from the broadest perspective to the greatest depth, then develop solutions in response to what we learn.

## Advise

We help you develop a long-term approach focused on saving resources, increasing efficiency and growing your market share.

## Lead

We work exclusively in the healthcare industry, so all our resources are focused on issues directly applicable to the challenges you face every day.

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## Analyze

We don't believe in a one-size-fits-all approach, preconceived notions or general assumptions. Our course of action matures after thorough analysis of your situation and opportunities.

Our team brings vast industry knowledge and experience with a multitude of real estate issues to offer clients the widest range of advisory services –

- Portfolio assessment
- Acquisition / disposition
- Ambulatory network planning
- Monetization
- Rental market surveys
- Site search
- Master planning
- Adaptive reuse strategies

## CASE STUDY

ProMedica Health System had over 200 properties and needed help with their real estate strategy – including issues such as monetization and physician investment.

## OUR SOLUTION

ProMedica turned to Lillibridge to confirm that select real estate assets were in line with their business strategies. Each property was assessed by Lillibridge. The financial operation assessment revealed performance improvement opportunities and potential expense reductions across the portfolio.

Lillibridge offered knowledgeable, objective advice. We introduced best practice solutions to make a substantial improvement to ProMedica's bottom line. A number of successful physician investment models for medical office development were also presented to ProMedica.

*“Lillibridge offered us scenarios with concrete financial parameters in line with our system strategies.”*

– Robert Kolodgy

Chief Strategic Business Development Officer  
ProMedica Health System



LET'S GET TO WORK.

Margie McHugh, SVP Lillibridge Advisors  
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### ABOUT LILLIBRIDGE

Excellence in healthcare real estate ... for 30+ years we've been working collaboratively with more than 250 healthcare clients of "all shapes and sizes." Lillibridge offers hospitals and systems an integrated solution for all their healthcare real estate needs: Advisory, Capital, Development, Hospital Project Management, and Property Management. We manage the risk of ownership, financing, and execution. National footprint built on local experience and strong relationships with physicians.

Call us today | put us on your next RFP.



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