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*PRESIDENT AND CEO
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LAFAYETTE, CO*

LILLIBRIDGE HELPS EXEMPLA GOOD SAMARITAN'S NEW HOSPITAL THRIVE

As they started the process of building a new medical center on a greenfield site near Boulder, Colorado, Exempla Good Samaritan Medical Center teamed up with Lillibridge.

When Kaiser Permanente, the leading health plan for Exempla Good Samaritan Medical Center, agreed to build a campus office building to house its employed physicians, Good Samaritan wanted to take steps to attract additional community physicians serving other health plans. Knowing that they needed just the right partner to accomplish this goal, Lillibridge was hired to help drive a physician recruitment effort. Lillibridge started this process by developing a high-end, four-story, 68,000 square foot medical office building that opened before construction of the hospital was complete.

ATTRACTING KEY PHYSICIANS

“Lillibridge has been great about helping us think strategically about the types of physicians we should target,” says Dave Hamm, president and chief executive officer of Exempla Good Samaritan. “They aren’t rushing to just fill the building.”

Space was designed in the facility to accommodate a physician-owned ambulatory surgery center. Other tenants include specialists in cardiology and cardiopulmonology and the largest neurosurgery practice in the county.

“Lillibridge is helping us recruit a well-rounded and diverse mix of community doctors in such areas as obstetrics, orthopedics and ophthalmology,” adds Hamm. “They’ve been flexible and responsive, meeting the time and cost requirements of the tenants.”

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