



FOR IMMEDIATE RELEASE

Retina Specialists Open Newest Location on Cascade Road

Constructed by First Companies, Innovative Design uses LEAN DOCTOR Principles for Improved Business Results and Patient Care

March 17, 2015 – Grand Rapids, Mich.

First Companies, a West Michigan company offering commercial real estate, construction and property management services, announced the completion of its newest construction project for Retina Specialists of Michigan, a 22,000 square foot building on Cascade Road in Grand Rapids. The unique project design incorporates LEAN DOCTOR principles to remove wasted movement, time and resources, ensuring maximum efficiency for this fast growing medical practice.

The floor plan uses a “hub and spokes” design with a central work area for the doctors and doors that lead directly into flexible treatment rooms. Patients are brought in through doors on the opposite side of the rooms, minimizing steps and distractions for the doctors. After implementing this design and workflow in their Holland office, the staff saw a reduction in their steps of approximately 50%, enabling them to see more patients and reduce wait times.

“We needed an innovative medical office that balanced the needs of the business with the needs of the patients. Most traditional offices don’t do this well,” shared Dr. Thomas Aaberg, Jr. “This need initiated our collaboration with FlowOne Consultants, AMDG Architects, First Companies and our staff.”

“We are proud to bring our expertise in construction to this innovative project,” stated Jeff Baker, president of First Companies, Inc. “The doctors were truly visionary and are seeing impressive results with the LEAN floor plan and design.”

The main level is just over 14,000 square feet housing the new Retina Specialists suite, a common lobby, and an additional 4,820 square feet available to lease or for future expansion. The 8,500 square foot basement can be partitioned for tenant usage and is accessible via a common stairway. The completion of this building by First Companies follows the successful

build-out of the Retina Specialists' office in Holland, which also incorporates a LEAN DOCTOR workflow. The results to date, include:

- 15% increase in patient satisfaction scores
- Patient wait times reduced by 74%
- Walking distance for new patients reduced by 65 steps
- Length of visit for most patients, less than 60 minutes
- 30-45 minutes of productivity gained daily

For more information, visit: www.firstcompanies.com

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About First Companies

First Companies, Inc. offers commercial real estate, construction and property management services in Michigan and surrounding areas. For nearly 50 years, the company has built a reputation for creating exceptional physical spaces where businesses thrive – offering vast expertise from locating and developing land, and facilitating the sale or lease of properties, to all aspects of construction, and providing ongoing property management and maintenance for building owners. First Companies is unique in its cross-disciplinary approach and frequently participates as an investor in new projects, pulling together different investment groups depending on the short- and longer-term needs of the customer. The company is well-known for its ethics, integrity and creative problem solving, with highly-experienced professionals on staff in each business area – all under one roof.

Contact:

Jeri Owen, Director of Marketing

First Companies, Inc.

Jeri@firstcompanies.com

616-446-5420