

# NORTH EAST OHIO MEDICAL UNIVERSITY CONSULTATION

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## INTRODUCTION

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The Northeast Ohio Medical University (NEOMED) seeks the services of a consulting firm to assist in the space redesign of three non-contiguous on campus spaces. NEOMED wishes to collaborate with forward thinking advanced pedagogical space planning consultants to evolve medical education delivery from traditional models to those that will be transformative and emphasize interprofessional education, active learning, and content application while incorporating the contemporary learners desire to utilize academic technology. This consultation will address three distinct academic spaces on NEOMED's campus: the south corridor wing of the University, the gross anatomy lab, and a new Virtual Resource and Simulation Center.

The consultation will include the solicitation of ideas from faculty and staff for the development of an integrated space plan that includes learning spaces with several key elements: innovative and advanced technology, simulation, and small group active learning space. In addition, the firm will partner with University leadership and the designated architect to ensure the creation of an integrated space plan that will both transform medical education delivery at NEOMED and allow for flexibility, efficiency, and future programmatic growth.

## BACKGROUND

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Northeast Ohio Medical University (NEOMED), formerly Northeastern Ohio Universities Colleges of Medicine (NEOUCOM), was founded more than 40 years ago, in a much different medical and higher education landscape. Within the past 12 years, NEOUCOM created a College of Pharmacy and a College of Graduate Studies. A significant medical research enterprise was also established, and the University expanded its group of higher education partners to include Cleveland State University (CSU). In addition, the appointment process for the Board of Trustees changed from "an appointment by formula" to "an appointment made by the Governor". These changes resulted in NEOUCOM being grouped as one of the 14 public four-year universities and one of the seven academic health centers in Ohio. The name was changed to NEOMED six years ago to emphasize the University's independent place among the other 13 public universities in the state of Ohio.

NEOMED is now an independent university with 24 hospital partners, over 40 outpatient partners and 9 academic partners. Recently, NEOMED doubled its square footage at the Rootstown campus and leased 20,000 square feet on the Cleveland State University campus to accommodate the expansion of class size for both the College of Medicine and the College of Pharmacy. The College of Medicine plans for a class size of 160 to 170, and the college of Pharmacy plans for a class size of 85 to 95. The College of Graduate Studies is steadily growing its Masters programs, each of which is functionally embedded in one of the other colleges.

Today, that medical landscape is much different than it was in the 1970's. Increased class sizes to meet an evolving health care workforce, decreased state support, and a lack of a clinical revenue stream have posed significant financial challenges for a medical university looking to

evolve with the modern health care workforce. The reality of innovative instructional space will allow NEOMED to distinguish itself in the medical education arena as well as provide support to local hospitals for potential workforce development solutions.

NEOMED aspires to train students to become contemporary and future physicians and pharmacists. We believe our students should learn patient care skills through virtual and augmented reality and exposure to digital literacy skills and digital health adjunctively with traditional educational methods. Technology cannot be denied as a reality of medical practice now and in the future. These newly developed spaces will help students and other health care providers train more effectively for their future delivery of health care. We envision space for design thinking, active learning, and content application and critical thinking utilizing technologies that will shape health care for the future: artificial intelligence, VR/AR, telemedicine, 3D printing and robotics.

Additional information regarding the space can be found in the appendices.

## **SCOPE OF SERVICES REQUIRED**

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The consulting firm will:

### Phase 1

- Interview key stakeholders and develop a space plan on what the space could be by leveraging innovative space planning design and technological innovation;
- Create a process map that will allow key stakeholders to see the space usage and investments per space thus minimizing duplication of investment or support;
- Develop a project plan with probable cost scenarios to help in the decision-making process. The assessment should include space utilization, technology needs, furniture and office needs, storage and workroom needs; and
- Complete all work for this process and submit their recommendation by Friday, September 28, 2018.

### Phase 2

- Facilitate the discussions between NEOMED's key stakeholders to prioritize educational needs for the designated spaces.
- Collaborate with the CFO and designated Architect to develop a timeline for the detailed project plan implementation with key milestones and decision points.
- Develop draft conceptual drawings necessary for innovative design and technological innovation for the identified spaces which may be used and refined by the designated Architect.
- Complete all work for this phase and submit by Friday, November 16, 2018.

## **DELIVERABLES**

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- An integrated space design plan to facilitate transformative learning in medical education.
- A plan that supports integrated solutions for technology and infrastructure for the following areas: South Corridor, Anatomy Lab and Virtual Resource Center.

- A complete list of the required equipment (system and infrastructure design) and training required for growth and sustainability.
- Several cost scenario models that will help to establish an appropriate investment decision.
- Support with the development of an immersive faculty development training program.

## **SUBMISSION OF PROPOSALS**

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Invited firms should respond indicating their intent to submit a proposal no later than 5:00 p.m. on Thursday, June 21, 2018, electronically or mail to:

Email: tchristensen@neomed.edu  
 Terri Christensen, Ph.D., Senior Associate Dean for  
 Strategic Initiatives and Health Affairs,  
 College of Medicine, NEOMED

Mail: Northeast Ohio Medical University (NEOMED)  
 Terri Christensen, Ph.D., Senior Associate Dean of  
 Strategic Initiatives and Health Affairs, College of  
 Medicine,  
 4209 State Route 44  
 Rootstown, OH 44272

For submissions sent electronically, please clearly indicate contents in the subject line. For submissions sent via hard copy, please clearly indicate contents on the outside of the sealed envelope.

Submissions will not be accepted by FAX. It is the responsibility of the firm to ensure that all required documentation arrives on time and through one of the designated methods.

Any submissions received after the stated date and time, or those that do not contain the required information, will be considered incomplete and unresponsive and will be disqualified.

Submissions must include:

1. A brief letter of introduction that contains an executive summary of the proposal;
2. A firm narrative describing the firm and the type of consulting in which the firm is engaged. Include relevant experience with medical schools;
3. Name and biography including qualifications, and experience of the principal who will be assigned to this project. Please also include a biography for any staff assigned to this project;
4. A list of references, including telephone and email contact information, from organizations for whom the firm has completed similar consulting work;
5. The projected fee and expenses that will be charged to provide the services described;
6. The firm may include other suggestions for processes and services proposed to assist in this analysis; and
7. Detailed description of services to be provided including a timetable with an end date to complete work by September 28, 2018.

## **FACTORS AND CRITERIA FOR EVALUATING THE PROPOSAL**

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The proposal will be reviewed by the NEOMED evaluation team. Prior to the final selection of a consulting firm, candidates may be asked to meet with the evaluation team via webcast to discuss their proposal, experience of their firm and scope of services. The University will not be responsible for costs incurred by the candidates in attending such a meeting.

## **SELECTION PROCESS**

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The contract will be awarded to the consulting firm that NEOMED feels has the best and most responsive proposal in meeting its needs. To determine the best and most responsive proposal, the University will consider the following:

1. The quality of the response;
2. The comprehensive nature and scope of services proposed;
3. The experience of the consulting firm in comparable work;
4. The knowledge in health professions education, health care systems, and graduate medical education;
5. The projected cost;
6. The perceived value for the level of services as compared to the proposed fees;
7. The reliability and reputation of the firm in providing similar services for other higher education, hospital and health care systems and similar organizations;
8. The general experience and qualifications of the firm, the assigned principal and the assigned staff; and
9. The commitment to completing the project in the timeline identified.

## **THE RIGHT TO REJECT ALL PROPOSALS**

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NEOMED reserves the right to reject all proposals in whole or in part where the parties have determined, after evaluation of the proposals, that award of the contract is not in the best interests of the University.

## **QUESTIONS AND COMMUNICATIONS REGARDING THE RESPONSE TO THIS PROPOSAL**

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Any questions or requests for clarification should be made to Terri Christensen, Ph.D., Senior Associate Dean of Strategic Initiatives and Health Affairs, College of Medicine, NEOMED, at (330) 325-6520 or [tchristensen@neomed.edu](mailto:tchristensen@neomed.edu).

## **APPENDIX ITEMS**

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- Perkins and Will Draft Master Plan and Project Review Document
- Proposed Medical Office Building & Academic Learning Center
- Campus Floor Plans
- Conference Center Plans