



**A STATEWIDE LOOK**

Our annual report on Florida real estate assesses a tough marketplace across the state.

Special insert



**CONTRACT COACH**

With stimulus money comes a need for procurement specialists.

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**LEISURELY RESOLVE**

Clearwater Beach hotelier reorganizes, plans ahead.

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**ARTS UNITE**

Arts and culture organizations find strength in numbers.

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# TAMPA BAY Business Journal

**EXECUTIVE PROFILE**

Elissa Naufal Plumley believes being kind comes before being right. Page 17



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**THE LIST: RESTAURANTS. PAGE 13**

OCTOBER 30, 2009

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THREE DOLLARS

## Neurosciences, orthopedics push Mease Dunedin plan

'80s-style institutional look to be replaced in \$19M makeover

BY MARGIE MANNING  
SENIOR STAFF WRITER

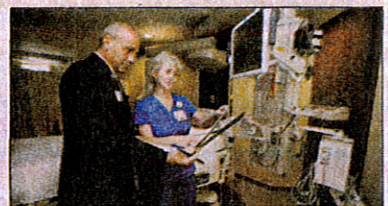
*our project*

DUNEDIN — Mease Dunedin Hospital will nearly triple the space in its operating suites as part of a \$19 million expansion and renovation. Enlarging the operating rooms and adding

more ORs should attract new surgeons, in turn accelerating the hospital's efforts to become a center of excellence focused on orthopedics, neurosciences and the spine. Those kinds of higher-margin specialties often help hospitals offset the cost of less profitable services.

Mease Dunedin's ORs had to be bigger to accommodate those specialties, said Lou Galdieri, COO.

The hospital currently has four ORs, the



KATHLEEN CABLE  
Lou Galdieri, Mease Dunedin COO, and Theresa Lemmel, critical care nurse manager, tour a critical care unit room.

SEE MEASE PAGE 22

## Capital plan

Bay Cities Bank launches new offering

BY MARGIE MANNING  
SENIOR STAFF WRITER

TAMPA — Florida Business BancGroup Inc. has gone to market with an offering to raise between \$5 million to \$20 million in new capital.

The company, the parent of Bay Cities Bank, could use some of the proceeds to repay part or all of the \$9.5 million it received from the U.S. Treasury's Troubled Asset Relief Program in February. But repaying TARP is not the first priority for Bay Cities, said Greg Bryant, president and CEO.

That puts Bay Cities in a class apart from other TARP recipients, many of whom have repaid the government funding as quickly as they could.

SEE BAY CITIES PAGE 23



KATHLEEN CABLE  
Greg Bryant, president and CEO of Bay Cities Bank at its soon to open location and drive-through at Corporate Center Four near International Plaza in Tampa.

## Lending idea gets mixed reviews

BY KENT HOOVER AND MARGIE MANNING

President Barack Obama has offered community banks a deal: If they'll increase their lending to small businesses, he'll give them cheap capital to do it.

Several community bank-

ers in the Tampa Bay area are saying "no thanks" to the proposal, and an investment banker questions whether the institutions that need the capital the most would qualify for the funding Obama is offering.

Under the president's plan,

SEE CHEAP CAPITAL PAGE 23

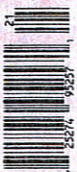
**MYSTERY TENANT**

It has a code name and is likely a Fortune 500 company. But the tenant seeking a half-million feet of space locally is top-secret.

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## MEASE: OR expansion is the next step in multi-phase effort that utilizes medical staff input on design

FROM PAGE 1

largest of which is 425 square feet, along with one procedure room. In a project scheduled to begin in June, the hospital will build seven ORs, each 603 square feet.

The larger suites can accommodate technology and specialized equipment for complex orthopedic and neurosurgical procedures. They will house new digital equipment that will allow surgeons to view X-rays and other test

results through voice command, a fact sheet from the hospital said.

### CCU DESIGNED WITH SPECIALTIES IN MIND

Neurosurgeries and spinal surgeries are more complex than some other procedures and often require more medical personnel in the operating room, said Patrick Marston, principal at Optimal Outcomes LLC, a St. Petersburg developer that specializes in health care projects but is not working on the Mease Dunedin project.

The OR expansion will be the next step in a multi-phase project that began in 2001 at the 72-year-old, 143-bed hospital. When work is completed by 2011, a total of 51,000 square feet will be renovated and an additional 4,000 square feet will be added.

Galdieri's background as a nurse led him to rely heavily on medical staff input for the project's design. Early work included a lobby renovation and upgrades to patient rooms.

In 2005, the obstetrics unit relocated

from Mease Dunedin to Mease Countryside Hospital, freeing up space for BayCare Alliant Hospital, a 48-bed long-term acute care facility for patients re-

quiring stays of 25 days or longer. Alliant leases 25,000 square feet from Mease Dunedin but operates independently and is among a handful of facilities characterized as a "hospital within a hospital" in Florida.

In February, Mease Dunedin opened a 20-room critical care unit, and construction is under way on a 14-bed ambulatory care unit, a 12-bay post-anesthesia unit and a sterile processing department.

**'Recovery rates are much better in those [spa-like] types of environments'**

**Patrick Marston**  
Principal  
Optical Outcomes LLC



TONY ONG

TAMPA BAY MARKET PRESIDENT



KATHLEEN CABBLE

Ruby Smith, monitor tech, and Jason Adkinson, RN, work at Mease Dunedin's critical care nurses station.

### HEALING ENVIRONMENTS

Much of the work has been done with a goal of creating a warm, healing environment, Galdieri said. The CCU, for instance, has a serenity stone wall with a waterfall effect, helping patients' families relax.

Marston said medical facilities increasingly are designed with a "spa-like environment," such as the water features in a new cancer treatment center in Largo built by Optimal Outcomes for Gulfcoast Oncology Associates. He also cited wood laminate flooring and other home-like features in Bayfront Baby Place, the Bayfront Medical Center obstetrical unit that will operate in leased space in the new All Children's Hospital, opening in December.

"There's a lot of empirical studies that have proven recovery rates are much better in those types of environments," Marston said. "I think you will see a lot more of that. You will be hard pressed to find the institutional look of the 1980s."

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