

The Pararamus Post

Friday, October 11, 2013, 05:02 PM EDT

New Cancer Center Offers Holistic Approach To Patient-Centered Care

SHARE

By Mel Fabrikant Tuesday, October 08, 2013, 11:29 AM EDT



MD Anderson Cancer Center at Cooper in Camden, NJ, designed by architecture firm Francis Cauffman, officially opens today. The 103,000-sq.-ft., four-story, \$100 million treatment center is a collaboration between The University of Texas MD Anderson Cancer Center, ranked as the No. 1 hospital for cancer care by U.S. News and World Report's "Best Hospitals" survey for the past seven years, and Camden-based Cooper University Health Care, the leading provider of health services in Southern New Jersey.

MD Anderson Cancer Center at Cooper improves the patient experience, easing the treatment process and promoting healing through a design that combines high-powered efficiency and effectiveness with special touches that meet patients' needs.

The center is a healing environment, tailored to patient needs. Its design brings progressive outpatient cancer treatment services under one roof, including medical oncology, radiation oncology, surgical oncology, gynecologic oncology, and urology. This makes it easier for interdisciplinary specialists to communicate and collaborate, resulting in a higher level of care. The multidisciplinary approach means that cancer patients benefit from the expertise and resources of an entire team of cancer specialists working collaboratively for the best possible outcomes.

"This new facility will make the cancer treatment process more comprehensive as well as more comfortable for patients," said Generosa Grana, MD, Director of MD Anderson at Cooper. "Our number one priority is creating an outstanding patient experience, and Francis Cauffman's insightful design supports our patients' needs and promotes healing."

The center's design reflects patient feedback, as the design team collaborated with cancer patients during the design process. The project team hosted focus groups and discussed design elements with patients, including infusion environments, patient room layout, furniture and finishes. Patients emphasized the desire to be able to have a voice in their environment when they received treatment, so designers created both private and shared infusion spaces.

"It was a pleasure working with Cooper to meet their goal of a sustainable, modern cancer center that allows for collaboration between specialists, to the benefit of patients and staff alike," said Kenneth Kramer, AIA, Francis Cauffman Principal, Healthcare. "Our meetings with former cancer patients and caregivers gave us a heightened sensitivity and purpose that allowed us to design a facility that truly meets the needs of patients receiving treatment in a challenging physical condition."

The center's interior creates a calming atmosphere. A dramatic sculptural feature, the Tree of Life, welcomes patients and visitors in the lobby. This technological representation of a tree includes branches and resin cube leaves in soothing, gently shifting colors. Studies have shown that representational nature in art has positive benefits on patient outcomes. It has also been proven that color therapy affects mood: cool colors are calming, while warm colors are uplifting.

Serene, attractive plantings and flowers surround the building, including walking paths and a lush courtyard. A tranquility garden, accessed from a second-floor waiting area, offers patients and visitors a soothing, natural space to rest and relax.

The project is currently on track to receive a LEED Silver rating. Sustainable elements include furniture made from healthy, natural and recycled materials, energy efficient equipment, and low-VOC construction materials.

Contractor P. Agnes, owner's representative Stantec, and Cooper worked closely with Francis Cauffman to expedite the building's completion by starting the first phase of construction before concluding the final phase of design. Throughout the entire construction, the team worked together to manage the scope, cost and timely completion. Francis Cauffman's design team included Partner Engineering and Science, Inc. (mechanical, electric, and plumbing engineering), O'Donnell & Naccarato (structural engineering), VITATECH Electromagnetics (Electro-Magnetic Shielding), and Zipf Associates, Inc. (elevator).

ABOUT FRANCIS CAUFFMAN

www.franciscauffman.com

@FrancisCauffman

Francis Cauffman, an award-winning architecture firm with offices in Philadelphia, New York, and Washington, D.C., has supported its clients since 1954 with innovative architecture, planning, and interior design services. The practice is recognized for being on the leading edge of new investigations in workplace strategies and corporate research, corporate and advanced technology, healthcare, and academic research and teaching. Francis Cauffman has a staff of 105 architects, planners, and interior designers and is active in 20 states and three countries. Francis Cauffman's clients include multinational corporations, top healthcare systems and prestigious academic institutions, such as Hospital for Special Surgery, University of Pennsylvania Health System, Cooper University Health Care, The Johns Hopkins Hospital and Health System, NYU Langone Medical Center, Shady Grove Fertility Center, and Trinity Health.