



Group Health Cooperative
of South Central Wisconsin
Madison, Wisconsin



Efficiency, flexibility, innovation and speed were key drivers when Group Health Cooperative of South Central Wisconsin (GHC-SCW) planned its new state-of-the-art primary care clinic in Madison, Wisconsin.

An ordinary clinic wouldn't support their unique team-based care at the Madison College location, so they opted for extraordinary and designed a world-class primary care facility that can be modified and adapted as healthcare delivery methods evolve. Speed was particularly important as they had less than three months to finish the 4,100 square foot space before the fall semester started. Conventional construction could not meet their demands or timeframe.

DIRTT provided us with the most efficient footprint flexibility

Kevin Hayden



"We chose to build a space in which every inch was thought through, where design features are functional," said Practice Management Specialist Becky McGuire. "DIRTT's ICE® software let us come up with ideas and our DIRTT designer would quickly send us back different options. The 3D flythrough really tied the space together and helped our team get a feel for how it would look."

Damage-resistant Thermofoil on the wall panels eliminates the need for protective bumpers. Solid-core sliding wood doors provide privacy in the exam rooms, and DIRTT's horizontal support system maximizes where equipment and accessories can be placed.

"We felt DIRTT provided us with the most efficient footprint flexibility, as well as quality of design," explained CEO Kevin Hayden. "DIRTT's solution was consistent with the high quality of service we want at our facilities."

Reaction from staff, patients and visitors has been overwhelmingly positive. "Patients and visitors often comment, 'This doesn't feel like a clinic,' and that the space feels larger than it actually is," Becky said. Staff say the space lets them deliver care more effectively than at traditionally built clinics, and colleagues at other locations have asked if there are any openings.

"It's exciting to see what new technology and new healthcare delivery methods we can innovate through this space," Becky added. "And now we have a blueprint for easily reconfiguring and adapting our clinic space to meet healthcare's ever-changing needs."