

## New Rady Children's is Oceanside's Castle for Pediatric Care

**By Nora Haile**  
*Contributing Editor*  
*California Healthcare News*

Rady Children's Hospital and Sanford Children's Clinic have opened a 28,500 sf pediatric specialty services, primary care and urgent care facility in Oceanside, California.

Tim Jacoby, Rady's Vice President of Facilities, Construction and Planning provided insight into the partnership behind the North Coastal Center. "Sanford Health out of South Dakota has an initiative to open primary clinics worldwide – from California to Ireland to Belize,

in areas not well-served," he explained. "They approached us after determining that Oceanside, surprisingly, was one of the underserved pediatric primary care areas." Rady partnered with Sanford on the 5100 sf primary care clinic, with the rest of the facility featuring relocated, as



***The North Coastal Center***

well as new, pediatric care services.

The joint venture with Sanford Health meant that the partner picked up nearly 22% of the building and tenant improvement costs. “The two sides worked seamlessly together; it has been a fabulous relationship,” said Jacoby. After thorough demographic research, which showed the locale was ideal for the child population density in the underserved area, the partners focused on finding the perfect location for the pediatric care facility. They eventually decided on the largest of a ten-building concrete shell complex that had suffered low tenancy due to the economic downturn. Its location fulfilled the space criteria, featured a nearby bus stop for those needing public transport, as well as boasted excellent accessibility and visibility from major arterials and SR 78.

With space being ample, Rady took the opportunity to create a regional care pediatric facility, consolidating several of its area standalone services under one roof. The organization had outpatient psychiatry services at two different locales, a large developmental services department, as well as the Chadwick Center, which focuses on cases of child abuse and domestic violence – and decided to pull them all together. These, plus the primary care, urgent care and specialty services, helped fulfill the goal for a family-focused pediatric care center. “We wanted to make pediatric care more family and patient-friendly, and it’s a lot easier for the family when they can go to one location for all their children’s care, including referrals for

specialty care,” Jacoby enthused. “And because many of our families rely on public transportation, the nearby arterial feeds and bus access makes the location even more appealing.” He felt the model reflects a growing trend for single-stop care. For area staff, bringing together the various Rady-provided service centers helped them to feel part of the larger Rady Children’s family.

The design-build project bid was competitive, with the winner being Highland Partnership as the contractor, and Architects Mosher, Drew, Watson, Ferguson was the design team. They drew on the Sanford-provided model for the castle-themed design used. “We were striving to create a good environment for staff and patients, all within a very strict timeline,” said Jacoby. As he explained, they worked closely with the City of Oceanside and neighboring tenants, some of whom were initially a little dubious of the design. “There aren’t a lot of castles in Oceanside,” he laughed. “The design is non-threatening, non-clinical, which is important when working with children. If a kid can come into an inviting place, filled with décor and art that’s appealing to children, it takes a lot of stress off the visit.” Donated wildlife art, plus monitors with fun DVDs and books round out the entertaining distractions provided for patients.

During the build-out, the team implemented workflow efficiencies and design, setting up the waiting rooms to be highly visible and accessible to nurses’ stations and to reception, boosting throughput from

intake vs. discharge, as well as separating well from ill patients within primary care. The dual-care space, where primary care and specialty clinics function as daytime clinics, and urgent care provides services in the evenings and weekends, presented a creative challenge. They created the flex space using magnetic doors that could be closed between the various areas, shutting down most of the specialty clinics a little earlier than the primary care area. Urgent care could then begin seeing pediatric patients.

Jacoby said that aesthetically, they’d chosen calming colors and comfortable furniture, and worked in proper insulation to keep noise levels down in the opening ceilings. Sound dampening was particularly necessary in sensitive treatment areas like the Chadwick Center, where psychiatric treatment takes place, in order to maintain optimum privacy for the therapy rooms. Yet another consideration for privacy was taken with separate waiting areas for each clinic, promoting discretion and privacy for those seeking treatment.

No castles in the air for care here in Northwest San Diego County – it’s all real and thoughtful. To sum it up, Jacoby said, “We’ve added services in an underserved area, under one roof, in an environment built just for kids.”

For more information, <http://www.rchsd.org/ourcare/satellitelocations/oceanside/index.htm>.

*Nora Haile can be reached at [nhaile@healthcarenewssite.com](mailto:nhaile@healthcarenewssite.com).*

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