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— Dr. Steve Larson, RMC chairman/CEO and vice-chairman of the California Medical Association



Photo by Benoit Malphettes

Capturing the Spirit of Place

Three Questions with Steve Morton, HOK senior vice president and March LifeCare Campus master planner

Honored by the California Governor's Office of Economic Development as “innovation at work” in 2010 and a “major job creator” in 2011, March LifeCare is a fully entitled master-planned medical city. The project includes a public realm with a strong sense of place in a unique location on decommissioned March AFB land, designed with civic character in an interconnected cohesive network supported by small courtyards and large plazas for the benefit of patients and their families.

How is March's unique history being incorporated into the design of the March LifeCare campus?

Located in Riverside County, California, the project occupies a portion of the approximately 200 acres of the former March Air Force Base and is one component of the larger redevelopment plan for the lands that have been returned to public use in creation of the March Air Reserve Base. The design and development of the March LifeCare Campus seeks to pay homage to the history of the former base as well as anticipate the needs of the evolving population of the base and the region.

Describe the civic character of the public realm.

The March LifeCare campus represents a new emerging model of health care in the 21st century. Rather than isolating various departments and uses, this development proposes to unify them in the character more reminiscent of a village.

Why is the March LifeCare campus a significant project for HOK?

HOK Healthcare works with numerous academic clinicians who are defining the future of care delivery.

We create, plan and design the environments to support these visions. As a result, we bring this learned expertise to every health care project that we undertake across the world.

But how often can you find an opportunity to work from a “clean slate” and implement a bold vision for 3.5 million square feet of health care facilities?

How often can you do this within a framework that spans from campus master planning to facility design?

How often can you join a team like March HealthCare Development rarely if ever!

Steve Morton has over 25 years of experience involving comprehensive consulting assignment efforts for corporate, higher education, institutional, research and development, and private sector clients.

KDC Partners with MHD to Develop March LifeCare at Former March AFB



KDC, a national real estate development and investment company with a strong health care division, and March HealthCare Development have signed a Memorandum of Understanding (MOU) to develop March LifeCare on former March Air Force Base land.

Nathan Golik, senior vice president and leader of KDC's medical development division, is overseeing the venture on behalf of KDC.

“We are constantly evaluating opportunities to partner with hospital systems to provide capital and development expertise in this rapidly changing healthcare climate,” Golik said.

“March LifeCare's business model fits our strategy and will provide health care to an underserved market and redevelop one of California's most recognizable decommissioned military bases,” he added.

“It is a real pleasure to welcome KDC to our quality partnership in

Zone 1, which will be the anchor for America's first medical city,” stated Don Ecker, March LifeCare founder and chairman.

“KDC will become a key part of our integrated health care delivery system, and it has been a pleasure to work with an organization that is proactively addressing the changing health-care landscape,” said Phil Dalton, chair of March LifeCare Medical Ventures.

He added that many hospital providers are looking at alternative models to finance their real estate needs, which is evidenced by the fact that 37 percent of hospitals in Southern California are owned by private equity, according to the Hospital Association of Southern California.

The master-planned March LifeCare medical complex is being constructed on former March Air Force Base land, located just east of Riverside on Interstate 215, which was decommissioned in 1996. The March Joint Powers

Authority has been overseeing the redevelopment effort.

In July 2010, March HealthCare Development broke ground on the new medical complex during a ceremony that included the demolition of the 16 remaining structures at the former base.

Plans for the \$3.3-billion March LifeCare medical complex will include a wide range of health care services. KDC is partnering with March HealthCare Development to construct Zone 1, considered the gateway to the campus, and the first of 11 zones. Zone 1 encompasses 35-acres and is entitled for 1.2 million square feet of building space with 2,900 parking spaces. It will include general and specialty hospitals, medical office buildings, outpatient services and an ambulatory surgery center.

Once the 11 zones are complete and the project is built out, the March LifeCare medical complex will encompass 236 acres and will house about 6 million square feet

of health care related development, including a 550-bed hospital, medical buildings, retirement community, centers of clinical excellence, ambulatory care facilities, a hotel, retail and training facilities.

KDC, March HealthCare Development and Riverside Medical Clinic are partnering to incorporate a quality hospital “operator” as they design an Accountable Care Organization (ACO) including health plans that currently contract with Riverside Medical Clinic, a March LifeCare partner.

Dr. Steve Larson, Riverside Medical Clinic chairman and CEO, said that the announcement of the ACO and hospital operator will become a critical part of University of California, Riverside Medical School's desire to open in 2012.

Jim Wrightsman, KDC vice president, said, “This opportunity is one KDC aggressively pursued, and we look forward to being a part of the greater Riverside community's growth.”

Responding to the Crisis in Health Care

The March LifeCare service area is a truly underserved market with no community hospital and a shortage of physicians and allied health professionals. Currently, half of the over 700 residents hospitalized on a daily basis are at hospitals out of the area.

March LifeCare developers believe the creation of an accountable care organization (ACO) will completely change health care in the region as well as transform one of California's most recognizable decommissioned military installations to a place of healing.

Designed with coordinated access to a full continuum of high quality, cost-effective health care, the campus will employ an integrated medical center approach utilizing electronic medical records to link providers and patients throughout the campus.

The ACO is anchored by Riverside Medical Clinic, the oldest and most successful privately-owned physician group in Inland Southern California. RMC has 115 board certified physicians and recently launched “My Healthy Connection,” a personalized portal that allows its 226,000 patients the ability to make appointments online, order prescription renewals, review their medical history, and communicate with physicians directly.

Blue Shield of California, one of



the state's leading health plan providers, is currently investigating accountable care design options with Riverside Medical Clinic for the March LifeCare campus.

“Our ACO will foster collaboration designed to enhance efficiency and maintain quality,” says Dr. Steve Larson, RMC chairman/CEO and vice-chairman of the California Medical Association, representing over 35,000 physicians in California.

According to Dr. Ravi Berry, RMC vice-chairman, “Our focus on quality and effectiveness is unrelated to the recent health care reform legislation.

“We always want to be on the cutting edge both in technology and in health care. We have been laying the groundwork for an integrated model for decades.”

RMC currently has four locations, a state-of-the-art outpatient

surgery center, two urgent care centers, two laboratories, and a comprehensive center for diagnostic imaging and nuclear medicine.

More than 120 physicians in 32 specialty areas provide adult and pediatric primary care, supported by a clinical and administrative staff of more than 720 personnel.

Providing more than 700,000 annual patient visits, the clinic was named 2010 Business of the Year by the Greater Riverside Chambers of Commerce.

Juan Davila, Blue Shield of California's senior vice president of Network Management, sees this alliance as an opportunity to improve health care quality, enhance service, and reduce costs.

“We are always interested in exploring innovative new models to provide higher quality care at lower costs,” he said.

About March LifeCare

At 6 million square feet of health care related development, March LifeCare has been called the largest health care project in the Western United States.

From birth to hospice, the development will include a 550-bed hospital, medical office buildings, centers of excellence, retail, a senior continuum of over 700 beds, ambulatory care facilities, a hotel and healing institute, and education, research and training facilities.

Named “innovation at work” in 2010 and one of five “major job creators” in California in 2011 by the Governor's Office of Economic Development, March LifeCare is the only fully entitled medical city in California.

For more information visit our website: marchlifecare.com.

March LifeCare

California's First & Only Fully Entitled Medical City | A Model of Base Reuse & Integrated Care

