



Colliers

Accelerating success.



Navigating  
Healthcare

Your Healthcare Real Estate Partner

## The landscape

When it comes to healthcare, there is only one true constant — change. From patient experience and insurance structure to profitability and everything in-between, the healthcare industry is evolving. Consumerization and consolidation are the driving forces behind this evolution and it's redefining the landscape of healthcare real estate.

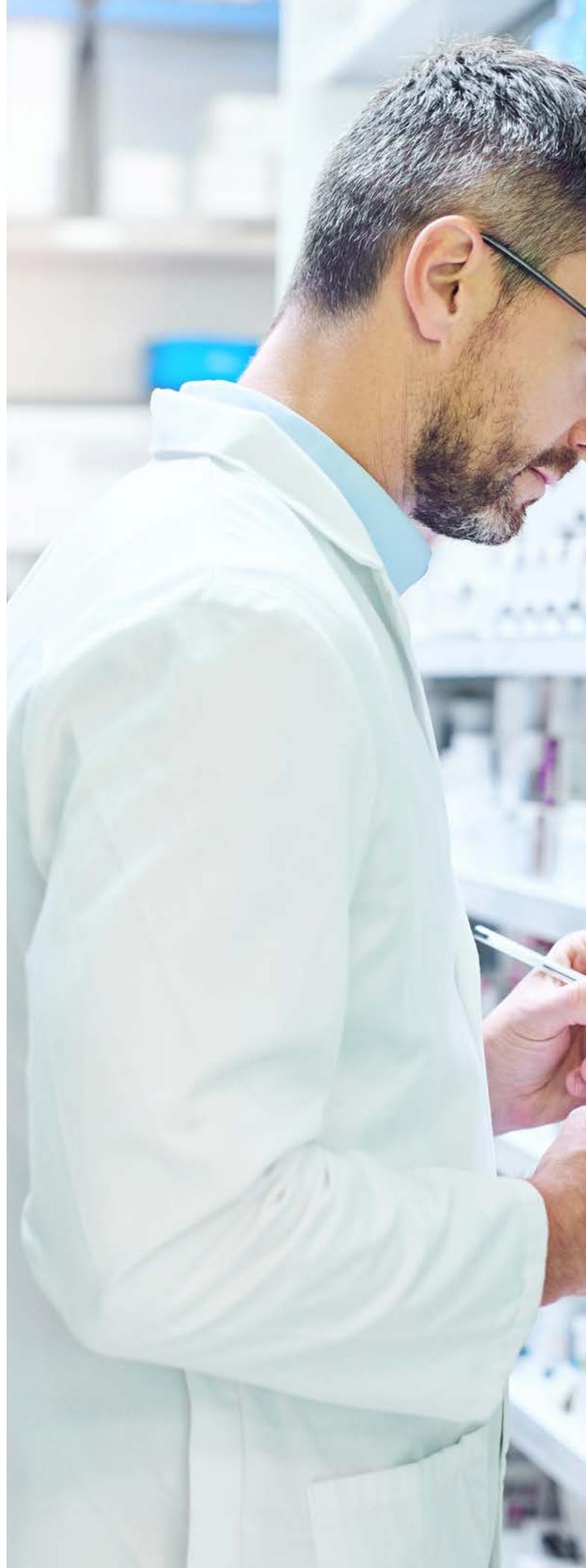
Patients are now consumers — and they're more informed than ever. Not only do they expect more from their physicians and health systems, they demand it. Advances in technology and the increasing adoption of telehealth are also shaking things up — from how and where surgery is delivered to how consumers interact with providers. Continuing the pattern of industry disruption is the mega-merger of major health systems which is consolidating bargaining power.

In today's consumer-driven society health systems must evolve — or be left behind. Navigating these changes can be challenging. Colliers is here to help.

## The outlook

Consumerization, consolidation and technology all have an impact on where healthcare is headed. Consumer demand for flexibility and convenience suggests that newer, better-located ambulatory care facilities should continue to generate stronger returns than older properties. And the shift from in-patient to out-patient care delivery will fuel this growth.

Local, regional and mega-mergers will continue to transform the nature of service delivery, with the largest providers seizing even greater market share. At the same time, we'll see more





collaboration between healthcare systems, further growth of employer-sponsored insurance and the emergence of consolidation among independent providers.

Patient care needs will also evolve as the population ages and relies more heavily on Medicare and Medicaid. Patient empowerment is expected to increase thanks to further advances in technology. And with new technologies focused on monitoring, research and healthcare availability, patients will take a more active role in their care.

## Health systems must evolve — or be left behind.



### The solution

As the healthcare industry continues to evolve, so must real estate services providers. Change creates challenges — challenges create opportunities.

Whether you are a hospital, health system, physician, healthcare real estate developer or investor, you need a real estate partner who can adapt quickly with customized solutions. Creative and nimble, Colliers Healthcare Services is uniquely positioned to identify market opportunities, improve real estate efficiencies and control costs — adjusting our approach proactively when your needs change.

Our fully integrated, national platform of comprehensive services includes landlord agency, tenant representation, investment sales, new lease and renewal negotiations, market and new site evaluation, development advisory, lease audit and lease administration and property management — all delivered by healthcare experts who dedicate their entire business to understanding the unique and complex nature of healthcare real estate.



In an industry as dynamic as healthcare, Colliers responds quickly with tailored solutions.

## What sets us apart

### Personalized approach

When it comes to healthcare real estate needs, there's no shortage of issues to consider.

So, we start here: ***By understanding your business.***

While we make it our business to understand the unique characteristics and trends shaping both the healthcare industry and specific healthcare markets, we cannot truly understand your business without knowing your vision, your goals, your strengths and your challenges. We want to know how you see your markets, your competition, your brand, your consumers and your financial goals. Understanding your healthcare business helps us to know you. And the better we know you, the better we can serve you.

### Dedicated to healthcare

Focused solely on healthcare real estate, Colliers Healthcare Services partners with clients to develop strategies that increase revenue, improve performance and grow market share — in other words, we generate measurable results. In an industry as dynamic as healthcare, Colliers responds quickly with tailored solutions. We combine dedicated professionals and consistent processes with leading tools, technology and market intelligence to deliver the best possible outcome for our clients.

### Collaborative leadership

Our healthcare real estate professionals are both accomplished and highly knowledgeable. What's more, we share an entrepreneurial and collaborative culture that enables our local and regional leaders to work seamlessly on behalf of our clients. Our locally-based specialists leverage relationships and market knowledge while our national team provides best practices from across the industry — a truly collaborative effort that generates the highest value for our clients.



## Integrated real estate services

We offer a comprehensive platform of integrated healthcare real estate services:

- New lease negotiation
- Lease recast and renewals
- Landlord agency
- Tenant advisory
- Demographic and market analytics
- Strategy and consulting
- Site selection
- Lease administration
- Property and facilities management
- Investment sales and capital markets
- Appraisal and valuation services
- Project management
- Financial and portfolio analysis
- Operational review
- Broker Opinion of Value (BOV)
- Development, planning, zoning and site evaluation

Areas of focus include:

- Hospital systems (general acute and sub-acute)
- Academic medical centers
- Ambulatory surgery centers
- Diagnostic/imaging facilities
- Community hospitals and health centers
- Medical office buildings
- Land development for healthcare facilities
- Rehabilitation centers

## Data & technology driven

With access to cutting-edge analytics and marketing data from across the country, we are able to provide clients with the creative solutions necessary to succeed in today's highly regulated and competitive landscape. We're not just order-takers — we understand the drivers of your *healthcare* business and develop a real estate solution that supports your healthcare strategy.

## Get connected with our elite team of Healthcare Fellows

We recognize that the healthcare industry has unique attributes that impact all aspects of real estate and facilities management, including financial and reimbursement structures, physician affiliations, regulatory compliance requirements and governmental approval processes.

As the industry continues to consolidate through mergers and acquisitions, we know that healthcare providers are centralizing the real estate management function with increasing sophistication and controls that require integrated real estate services.

To respond to these needs, Colliers developed an internal structure that distinguishes brokers with advanced expertise and experience in healthcare real estate as *Fellows*. This select group receives focused training, and has access to specialized tools to advance their skill sets, grow professional networks and provide expertise nationally to our healthcare clients.

### What our clients say

*“The Colliers Healthcare Services group has a unique approach to the marketing and leasing of medical properties that goes beyond traditional brokerage. It is clear the healthcare brokers at Colliers have a comprehensive understanding of the healthcare industry giving them an advantage when it comes time to navigate a healthcare real estate transaction.”*

| Healthcare Developer

*“The Colliers Healthcare team has an excellent understanding of the unique needs and personalities of physician tenants, which is paramount to ensure a successful healthcare real estate solution.”*

| Hospital CEO

# We've got you covered

## Our difference

We are enterprising. As an industry-leading global real estate company with 15,400 skilled professionals operating in 69 countries — and 5,547 professionals operating in 155 offices across the United States — what sets Colliers apart is not what we do, but how we do it.

Our unique culture encourages our people to think differently, to share innovative ideas and to create effective solutions that accelerate our clients' success. We are passionate, take personal responsibility and always do what's right for our clients, people and communities. Many of the world's most innovative and successful companies choose us when they need trusted, expert advice.

## Our services

The foundation of our service is the strength and depth of our team. Our clients depend on our ability to draw on years of direct experience in their local market. Our professionals know both their community, and the industry, inside and out. Whether you are a local firm or a global organization, we provide creative solutions for all of your real estate needs.

We deliver a comprehensive portfolio of real estate services to occupiers, owners and investors across all property sectors worldwide. We also provide our clients with a deep level of knowledge in specialized industries and product types, including healthcare, law, technology and logistics.





## Colliers at a glance



*All statistics are for 2020, are in U.S. dollars and include affiliates.*

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