BAERWALD RESEARCH, LLC

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SERVICES

Baerwald Research, LLC provides custom research services for AEC firms.

Contact Baerwald Research, LLC to discuss your questions about design, business development, or management issues. We'll work out a plan for scope of research, if necessary breaking a larger project into parts, and agree on a timeline and fee range. We'll stay in contact throughout a research project. An in-person or virtual check-in half way through is often helpful to clarify goals. Shorter consult / advice sessions are also available.

Visit <u>BaerwaldResearch.com</u> for client list.

RECENT RESEARCH TOPICS

- **Industry overviews** major issues, outlook, players, trends, where will hot spots be, who will be most involved, what are our clients thinking about, what issues are they dealing with, how can we talk to them from a position of understanding
- Industry outlook for states or regions major projects planned, AECs involved, funding, government programs
- State-of-the-art trends in the design & planning of a building or space type
- Which AEC firms are active within a specific building type
- Background information on specific companies, systems, people, geographic areas, developers
- Creative financing for specific building types
- Collaboration among AEC firms who's collaborating with whom, how are they doing it
- Survey and description of AEC conferences
- **Background and historical context** of a local geographic area (historical photos, plans, drawings, documents, records, letters, histories, quotes, etc.)
- **Background, history, and context** of a historic building (historical photos, plans, drawings, documents, records, letters, histories, quotes, etc.)

DELIVERABLES - FORMAT

Deliverables are in Excel used as a blank sheet, all grid lines removed. Using Excel this way makes it possible to scroll freely to the right and down rather than having inconvenient page breaks.

Each aspect of an issue being researched gets its own tab (see examples).

Word can be used upon request. Some clients prefer Word if they want to print and read in hard-copy.

DELIVERABLES - EXAMPLES

3 examples are shown below (used with permission)

EXAMPLE 1 - Trends in Orthopedic Hospital DesignEXAMPLE 2 - Aviation project watch list for ColoradoEXAMPLE 3 - Science & technology outlook in 4 northeastern states

All examples are reduced-size screenshots showing details of specific tabs (or pages) of the Excel deliverable. They're meant to show general layout rather than specific content.

Examples below

EXAMPLE 1 – Trends in Orthopedic Hospital Design

The client wanted to understand the latest trends in the design of orthopedic hospitals, with recent examples, and specific issues relating to both design and planning of orthopedic hospitals.

This is the intro tab (page) with the client's query and navigation notes at the top, table of contents for the entire document just beneath (by tab, in green), and the actual tabs across the bottom of the page.

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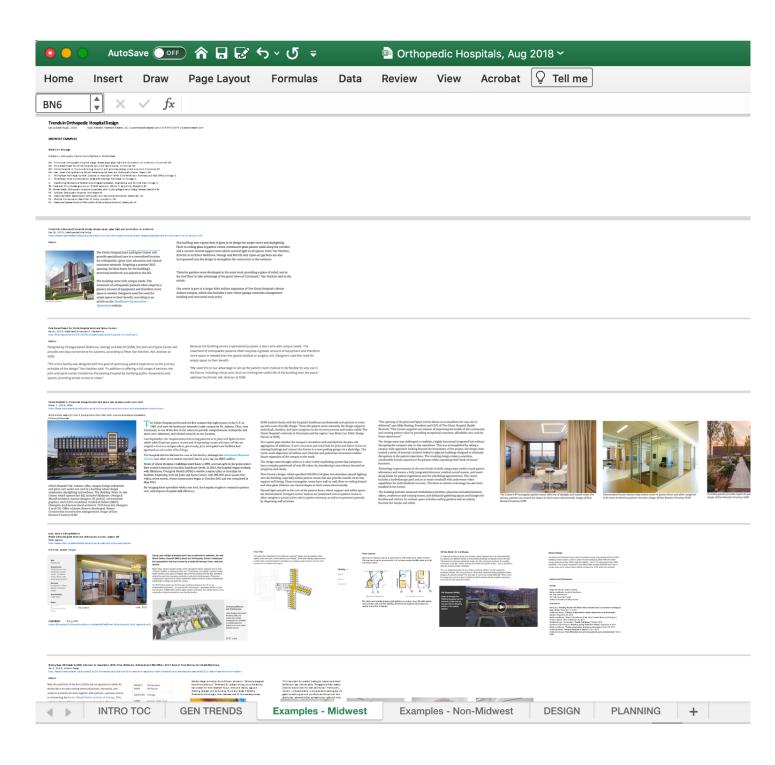
Example 1 (cont), second tab - General Trends

- Table of contents for this page is at the top; content follows below the thicker grey bar.
- All content items (articles & reports) are separated by thinner grey bars.
- For each item you get a link to the full article and enough text and images to show why it's relevant, with the most important parts shown, usually as screenshots.
- This screenshot shows the first 4 articles on this page.

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Abstafatticle: like most areas o					- also breating more active patients, sports					Example 2 includes design factors		
we most areas or healthcare, physical therapy practices are adjusting to rapidly changing market conditions and technological advancements, in addition to a growing number of young athletes and an aging baby		Economics & partnerships Many new clinic owners have opted to avoid contracting with insurance companies, altogethet, instead, they have adopted a cash- based model in which patients pay out of pocket for services and		Recognizing a growing trend of sports-releted injuries, Stamford Health, located in Stamford, Connecticut, teamed with the Hospital for Special Surgery in New York, New York, to create a facility capable of responding to the needs of their most active patients. The HSS Sports		The emergence of new technology, combined with a healthcare system in a constant state of flux, has led medical professionals to come together to rick the wave. Their particenthips may be economical in nature, but are also quite practical and flexible. Patients			example this type of multi-s found at the Yale-New Have signed by SLAM and featuri sculoskeletal Care, the 52,0	The future of PT Recognizing the need for more extens of State Boards of Physical Therapy re complete a Doctorate of Physical Ther		
addition to a growing number of young athletes and an aging baby boomer population impacting the ways in which these types of facilities are being designed.		based model in which patients pay out of pocket for services and later submit their "out-of-network" expenses to insurance providers for reimbursement. Therapilitic can see one potient per hour, rather than three or four, with a similar bottom line, thus allowing for more		responding to the needs of their most active patients. The HSS Sports Rehab at Chelsea Piers treats active individuals of all ages, including young athletes, competitive athletes and veekend warriers. The 9,300-square-foot facility, designed by The SU/A/M Collaborative						adapted, offering modernized program of physical therapists. Many academic		
Evolving treatment methods Physical therapy practice owners are always searching for the "next best thing" – any new modailty, treatment method or specialty area		than three or four, with a similar bottom line, thus ethical treatments and faster outcomes with fewe outpatient practices are teaming up with existing	allowing for more 9,300-square r visits. Other (SLAM) offer curre and another Cutting offer	e-foot facility, designed by The SiL/ s non-surgical, pre-operative and pr e equipment onsite includes a Swim as an AlterG anti-gravity treadmil.	medication profiles and even psychological issues, all play an important role in the treatment a patient may require, and having multiple medical professionals under one roof makes this process easier for both the patient and the specialist.			spital and Northeast Medica hopedics, neurology, rheum supational therapy. The align ine" joining the two portions	emerged as well, complete with declic help enhance fellowship training withi			
that will provide an edge over their competitors and improve patient outcomes. More traditional modalities, such as ultrasound, heat and		performance facilities to increase their referral ba least share the cost of, purchasing expensive equ			teacht na bour une paraite ann an ageilleann.			on-stage/off-stage organiza ductivity and efficiency, and	These alliances extend beyond the cle development space within engineerin medical centers. Recent achievements			
ice, are being replaced by cold lase, dry needing, cupping. hydrotherapy pools and cryotherapy chambers. The stationary bike has been replaced by the anti-gravity trademilt; the Total Gym has From a design perspective, physical therapy gyrns greetly mimic their					therapy treatment space, recention area, locker rooms and support					addition, the design layout was able to maximize exterior views throughout the facility, which was important considering the vertical imitations in the Pgym. Support access were carefully planned near hostmetic limits, existence was seen and facibility imid. – a luxury posthetic limits, existence and the second		
been purched addid for the Plateet reformer. While any one of these commercial partners, both in types of opujonent and overval the double-hight if "grin steaturgs at a stabilities could potentially set a clinic apart from its competitions, are being created in former "big/bas" toose and grinnasiums teat related astablect, was important to the									mar	ny clinics strive to incorpora insting, adjoined exam and	te. Within the exam clusters, pairs of consult rooms provide operational	Prosthetic limbs, exoskeletons and ort organs, have been constructed utilizin generating a sense of hope for server with developmental disabilities.
outpatient orthop necessary space	end structural reinforcement n coupled with financial limits	many facilities lack the to handle the latest	offer column spacing and ceiling heights in acco PT clinic's requirements. The key for these rotrol adequate natural daylight permeates the treatm		afford ample opportunity for enviro cal component in physical therapy of	nmental branding, linic design.			des	ibility based on patient dem signed to break down barrie silcian, emphasizing face-to	and for particular specialties, and are rs between the patient and their face communication and increased	As regulations, technology and relmb: has never been more important for cli-
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Example 1 (cont), third tab - Midwest Examples

Each tab has its own table of contents at the top for easier navigation. Note how scrolling freely to the right enables seeing an entire article, especially when the page is full size. This screenshot shows the first 4 articles plus the top half of the 5th.

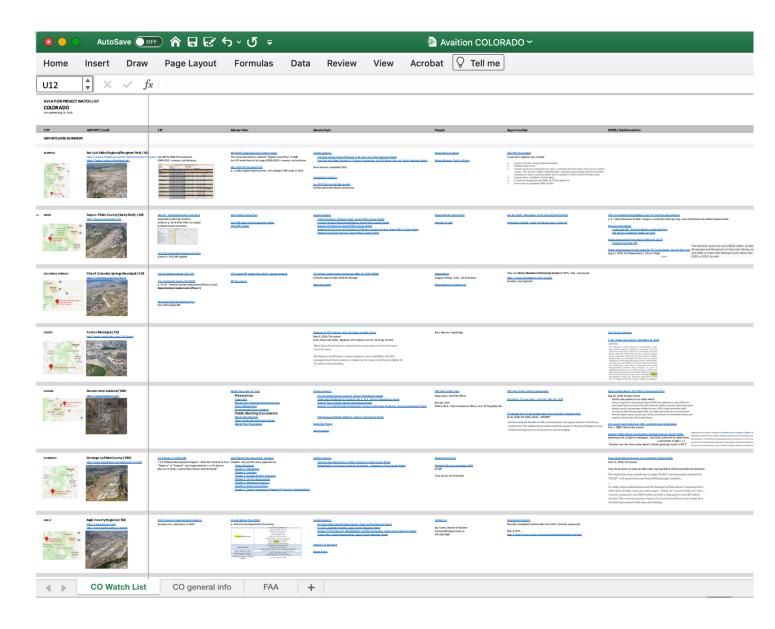


EXAMPLE 2 – Aviation project watch list for Colorado

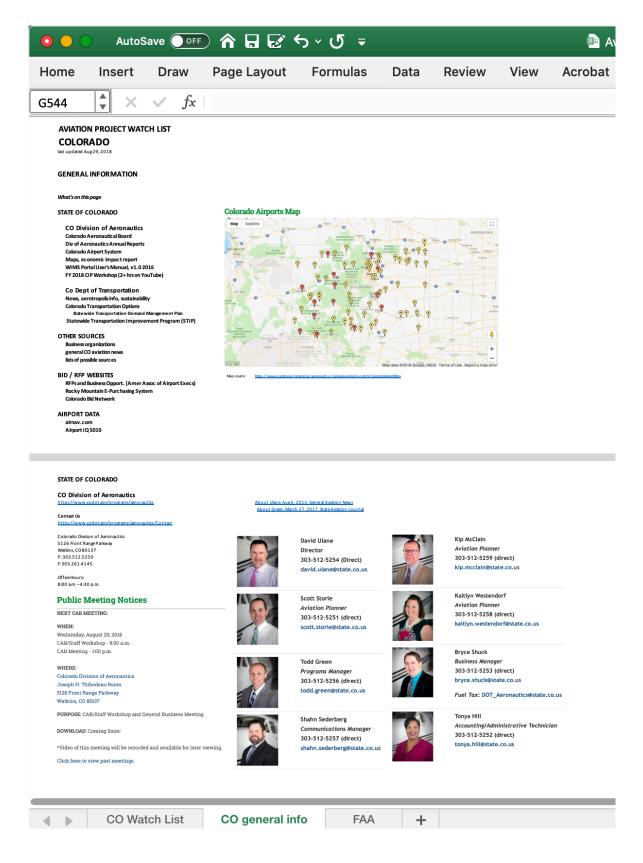
The client wanted a way to track construction planning activity at Colorado airports (capital plans, master plans, contact, news, etc.) with enough lead time to develop a relationship with potential client airports. There are 3 tabs: the tracking page, information specific to Colorado, and FAA information.

Below are screenshots of two of the three tabs, or pages, within this deliverable

Example 2 - The initial tracking page; starting at the left with a fixed column for map, aerial photo, and main website for each airport; with columns to the right for links to CIPs, MPs, contacts, news, etc.



Example 2 (cont) - The general CO aviation page, with table of contents for that page and a state map of airports at top, followed below the grey bar by information on agencies, people, and programs unique to CO.

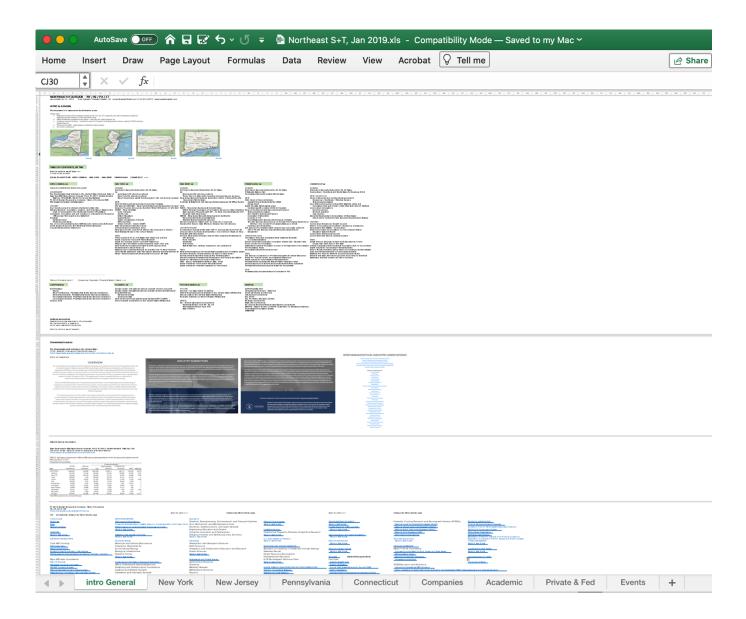


EXAMPLE 3 – Science & technology outlook in 4 northeastern states

The client wanted an overview of the science & technology industry in four states – including state investments, initiatives, organizations – as well as within specific market subsectors: companies, academia, private or Federal entities, and a list of conferences that might be of interest. Each of those categories gets its own tab.

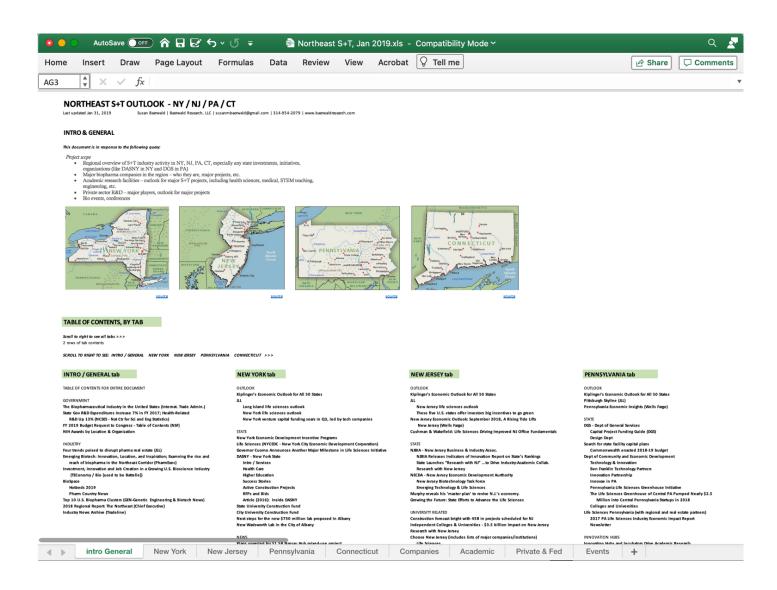
Below are 3 screenshots from this example

Example 3 - The Intro / General page – includes client query, table of contents for the entire document, and navigation notes above the thicker grey band, with general articles below that thicker grey line. Below the thicker grey line you can see the first 3 general articles on this page. Note the tabs across the bottom of the document, one for each aspect of this project.



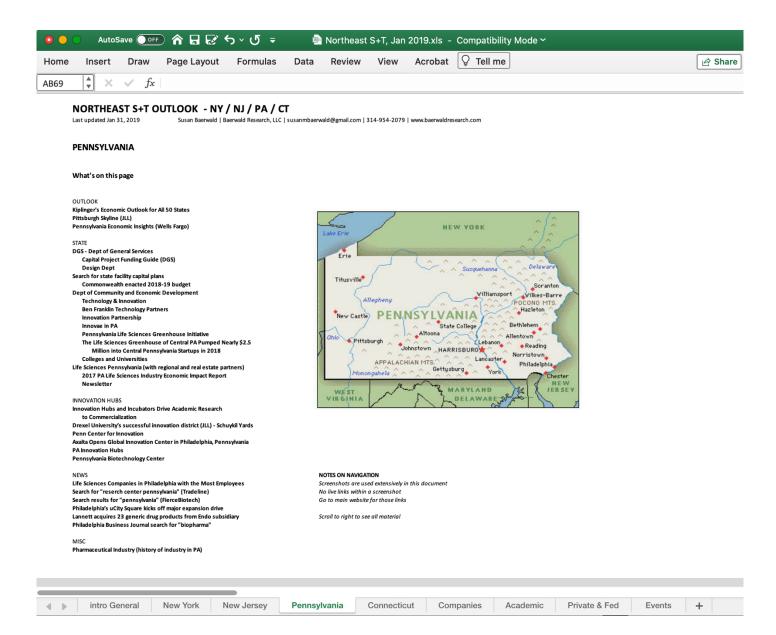
Example 3 (cont) – Detail showing

- project scope (description of project) at top
- state maps
- a portion of the table of contents for the entire document; this particular table of contents was in two rows; in this detail you can see the first row showing table of contents for each state tab



Last detail, below

Example 3 (cont) - Table of contents for Pennsylvania tab



THANK YOU

If you have questions please contact me,

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