

A New Office Space Concept for Behavioral Health Professionals

After a successful career as a management consultant and corporate real estate expert living in London and New York City, Scott Zimmerman, a Cleveland native, returned to Cleveland to launch Nexis Medical Offices, a business created to help behavioral health professionals, prescribers and related non-profits focus their time on helping clients while reducing their costs.

Scott earned his law degree and MBA from Ohio State, relocated to New York, and worked as a management consultant for Deloitte Consulting. His last client, Thomson Reuters, hired him to work in London, to manage a real estate portfolio across Europe, Middle East and Africa. During this time, he observed that while medical professionals utilized medical facilities for procedures, they used more affordable shared office space for consultations.

This split-space concept made good business sense to Scott, since the cost of using medical space is higher than office space. Scott dug in deeper and chose to bring this concept back home. He used his management consulting background, which was built around cost control and efficiency, to determine how to leverage technology and process to do things better and less expensively. He recognized an opportunity and, over the next few years, created a business plan.

Today, Nexis Medical Offices offers to behavioral health professionals, prescribers and related non-profit organizations the convenience, flexibility, peace of mind and community they need to cultivate their practices without the complications or commitments of navigating traditional real estate leases.

"When you employ this sort of setup, you can increase revenue by decreasing overhead costs. Plus, when you eliminate real es-

tate and maintenance issues, you free up more time to spend with clients," Scott told us. "Real estate costs shouldn't be more than 20% of what you take in, and often, people don't analyze their total cost of occupancy that way."

Medical office space is expensive to build, outfit and rent, especially if you don't need it 24/7. Since many practitioners do not need full-time office space, Nexis provides members with an opportunity to rent space on an as-needed basis, while keeping complete ownership of their practices.

Located in Signature Square on Chagrin Blvd., Nexis offers a waiting area, seven offices and a group therapy room, all designed with modern, contemporary décor. Rather than a desk and a couple of chairs, treatment rooms offer couches, love seats and arm chairs set up for therapy and clinical work. A technology kiosk is used in the reception area to alert providers of their client's arrival and all providers have a key fob, which keeps the space secured.

The Cleveland Rape Crisis Center signed on to operate its Beachwood location full-time out of Nexis. They did not have to find space or spend time and money building it to their specs, and they report an annual cost savings of 60%.

"Survivors of sexual trauma live in every community in Northeast Ohio. As a trauma therapist and Beachwood resident, I'm excited to be in Nexis Medical Offices



Scott Zimmerman in one of his outfitted Nexis Medical Offices.

where we provide survivors with more options for support," said Carly Hodgins, MSSA, LISW. "The Cleveland Rape Crisis Center is a great resource for our community and this location is perfect. Our space is private, comfortable and easy to access."

"It is my goal for practitioners to network, get referrals and refer out; to have the freedom of a solo practice with the power of a group practice," he said.

Space is available to individual providers, agencies and hospitals, and is especially effective when they want to start a practice, grow their footprint or are winding down. "It comes down to asking yourself, what is your business? Real estate or helping clients with behavioral health needs?," Scott commented. "If it's the latter, focus on that. Let someone else handle the real estate and maintenance, especially when they can save you money."

Scott has done his homework and is a resource for those who use his space. He has vetted vendors for credentialing, insurance, electronic health records and

practice management technology - whatever is needed to help people get started. Since Nexis offices are limited to behavioral health professionals, everything is HIPAA-compliant. Scott has a network of preferred vendors to help solve EHR, and practice management technology needs. He will also help with administration, technology, and business strategy.

"It is my goal for practitioners to network, get referrals and refer out; to have the freedom of a solo practice with the power of a group practice," he said. "I offer a member agreement, not a lease. Customers feel at home here. I have a stocked supply cabinet as well as beverages and snacks in the kitchen at no charge. I don't nickel and dime. Just be kind and don't take advantage."

Since there is a clean-desk policy when offices aren't in use, mobile storage units are available, which may be rolled into a locked closet.

"I enjoy helping people get started," Scott said. "My corporate background comes into play and it's to my advantage to have customers be more successful. The more successful they are, the more time they'll be here, the happier they'll be and the more friends they'll tell."

For more information, call 216.706.2603 or visit www.Nexis-Medical.com.