

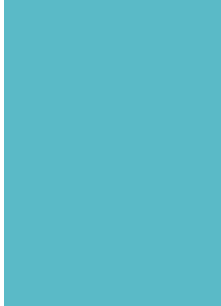


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CAPITALIZING ON THE MEDICAL OFFICE BUILDING TREND:

HOW HEALTHCARE ARCHITECTS CAN HELP
LANDLORDS AND OWNERS INCREASE ROI

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Medical Office Buildings (MOBs) are emerging as one of the most dynamic segments in the real estate market today. Shifts in demographics, economic pressures, and innovations in healthcare delivery have converged to create an environment where MOBs are not just buildings, but strategic investments.

To get the most out of their investments, MOB owners are typically seeking to maximize rentable space and attract viable tenants. Savvy property owners recognize that operating a profitable MOB requires a comprehensive space planning and design approach that addresses aesthetics alongside stringent healthcare facility codes and patient needs, while also accommodating operational demands and the long-term interests of property owners.

Landlords and owners can navigate these challenges with confidence if they partner with an experienced healthcare architect. This article will examine the main advantages landlords and owners can gain from such a collaboration.



Kensington Corporate Center in Mount Prospect, IL, an Office & Medical Office Building for which JDJ Architects is providing Landlord Architect Services

MARKET TRENDS DRIVING THE GROWTH OF MEDICAL OFFICE BUILDINGS

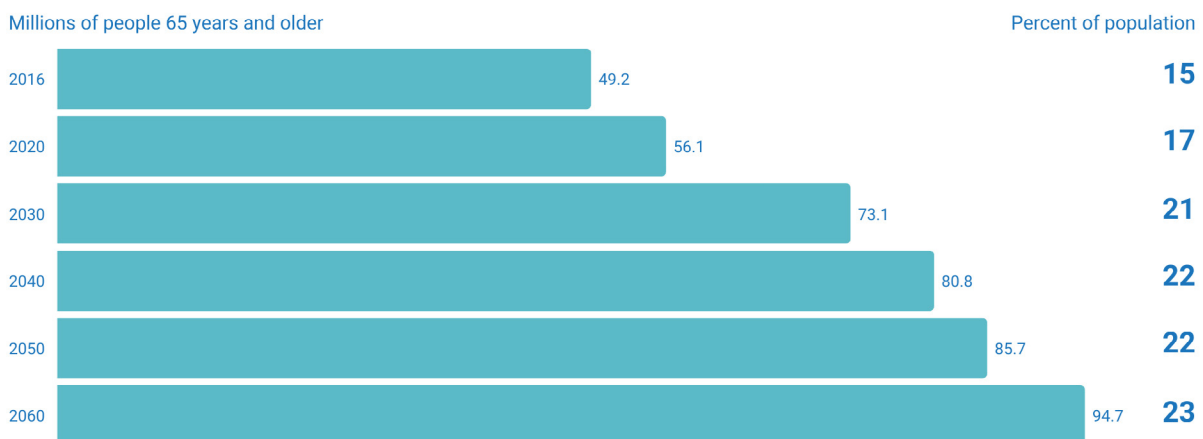
Across the United States, the demand for MOBs is growing. The U.S. Census Bureau has projected that [by 2030, one in every five Americans will be 65 or older](#), intensifying the need for accessible, community-based healthcare services. Healthcare real estate is also poised for continued growth, with the [2025 US Healthcare Real Estate Outlook](#) from CBRE projecting strong performance. Concurrently, the healthcare industry is increasingly shifting from inpatient hospital care to outpatient services – a trend propelled by advancements in medical technology, a focus on cost efficiencies, and an emphasis on preventive care.

This transformation presents a unique opportunity for landlords and building owners. By investing in MOBs, property owners can tap into a growing market, secure higher-value tenants, and benefit from long-term lease stability. To fully capitalize on these trends, it is essential to work with a healthcare architect who is not only skilled in spatial planning but also deeply familiar with the specialized requirements of medical office facilities.

Figure 1.

Projections of the Older Adult Population: 2020 to 2060

By 2060, nearly one in four Americans is projected to be an older adult.



Source: U.S. Census Bureau, 2017 National Population Projections

REGULATORY EXPERTISE AND COMPLIANCE

Healthcare facilities operate under a host of stringent regulatory frameworks that differ significantly from those governing traditional office spaces. Compliance with standards set by agencies such as the Joint Commission, the Americans with Disabilities Act (ADA), and local building codes is non-negotiable. A healthcare architect brings a deep understanding of these regulations, ensuring that the MOB meets or exceeds all required guidelines from the very start.

This proactive approach minimizes the risk of costly delays and redesigns, provides peace of mind that the investment is built on a foundation of compliance and safety, and ultimately serves to attract more sophisticated tenants. By seamlessly integrating regulatory requirements into the design process, potential hurdles are transformed into opportunities for innovative solutions.



Post Anesthesia Care Unit (PACU) at Confidential Ambulatory Surgery Center, a Tenant Fit-Out Project Designed by JDJ Architects



Many of the state or local codes mandate or provide guidelines about how recovery units in outpatient surgery centers, as well as post-anesthesia care units (PACUs) , often housed in MOBs, require that nursing staff have direct visual or virtual control of the area. It's crucial that these types of guidelines be utilized during the planning phase of any healthcare project.



Manish Shah, NCARB
Director of Architecture, JDJ Architects

OPTIMIZED OPERATIONAL EFFICIENCY AND TENANT EXPERIENCE

The operational demands of MOBs extend far beyond those of traditional office buildings. Efficient patient flow, optimized circulation, and the integration of critical support systems are all vital components of a well-designed MOB. A healthcare architect can create layouts that not only enhance operational efficiency and wayfinding but also address privacy, accessibility, and adaptability.

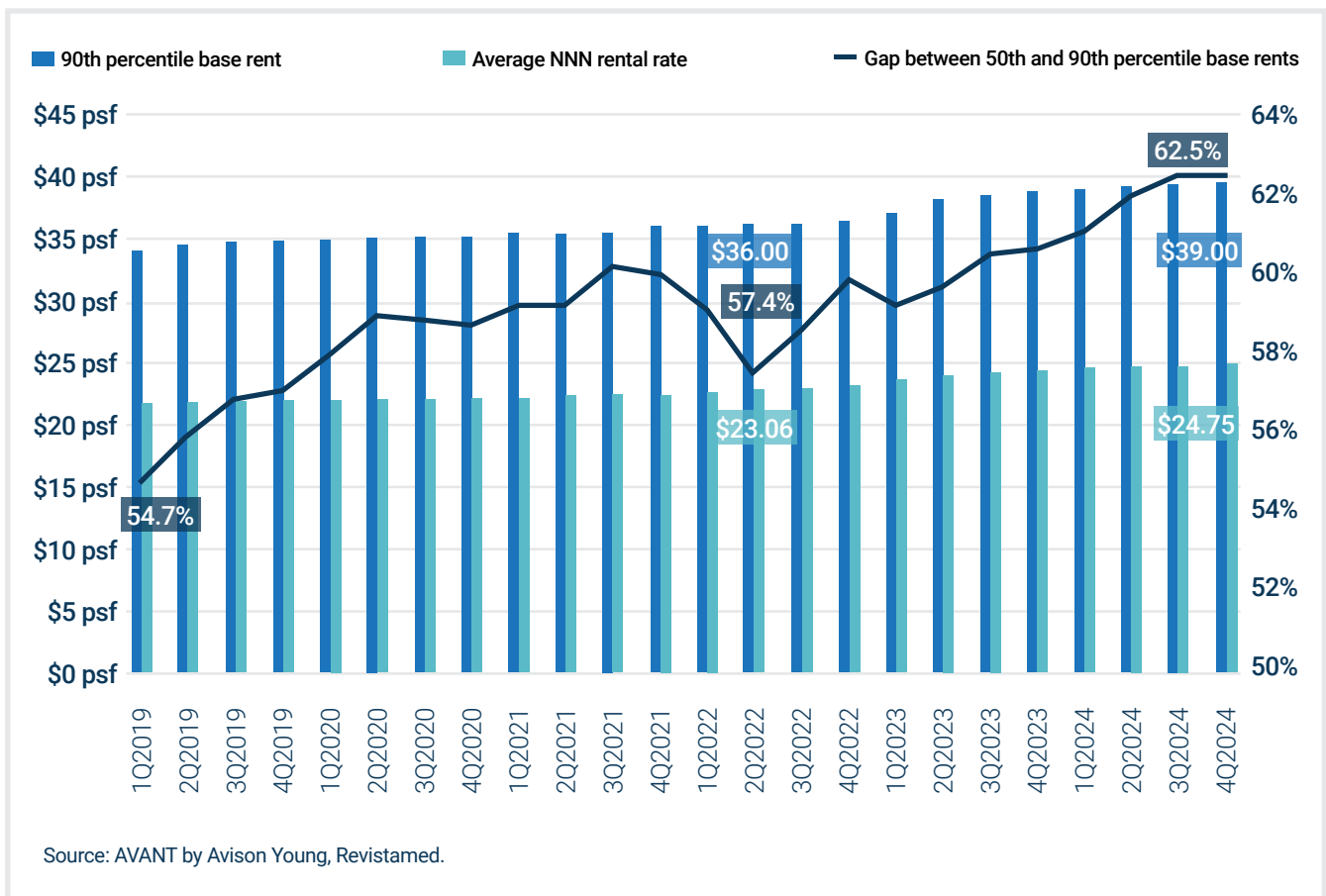
For landlords, these operational efficiencies can lead to reduced maintenance costs, minimized downtime, and an improved tenant and visitor experience. A facility designed with the specific needs of healthcare providers in mind can significantly streamline daily operations, making it an attractive option for healthcare providers seeking a space that supports their complex workflows.



Main Lobby at Confidential Chicagoland Office Building in Schaumburg, IL. designed by JDJ Architects

ENHANCED PROPERTY VALUE AND MARKETABILITY

Investing in a property designed specifically for healthcare can substantially elevate its market profile and financial performance. MOB that incorporate specialized healthcare design elements [often command higher rental rates](#) and enjoy longer lease durations compared to conventional office spaces. Both private practice physicians and group healthcare providers appreciate facilities that are purpose-built to meet their operational and compliance needs without requiring extensive modifications either pre-lease or post-occupancy.



New medical facilities drive increasingly high rents in top U.S. metros, widening MOB rental rate gap.

This enhanced marketability means that a well-designed MOB stands out as a property that is both functional and forward-thinking, reducing vacancy rates and increasing overall property value. By partnering with a knowledgeable healthcare architect to address the unique challenges of MOB design from the outset, landlords can effectively future-proof their assets against shifts in market demand.



One of the most valuable advantages of a well-planned MOB is the ability to optimize shared spaces without compromising functionality. By incorporating shared reception and check-in areas, landlords can enhance the tenant experience while maximizing leasable square footage. Thoughtful design also accounts for exit requirements when subdividing a building into smaller suites, ensuring proper egress without requiring tenants to sacrifice usable space for additional corridors. This level of foresight enhances the property's appeal, reduces vacancy rates, and strengthens long-term marketability and ROI.

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Director of Architecture, JDJ Architects

FUTURE-PROOFING THROUGH ADAPTABILITY AND INNOVATION

The healthcare industry is in a state of constant evolution, driven by rapid technological advancements and shifting patient expectations. Future-proofing your property means designing spaces that can adapt to emerging trends such as telehealth, advanced diagnostic imaging, and new models of patient care. A healthcare architect experienced in medical office building planning incorporates flexibility into every aspect of the project, ensuring that the facility can evolve alongside industry innovations.

Anticipating future shifts allows landlords to secure a competitive advantage by minimizing the need for disruptive renovations and preserving the long-term functionality of the building. In essence, an adaptable design not only safeguards the current investment but also prepares the property to meet the challenges and opportunities of tomorrow.



Technology-Enabled Reception/Patient Check-In Area at Weil Foot & Ankle Institute, a Tenant Fit-Out Project Designed by JDJ Architects

DESIGNING FOR A HEALTHIER TOMORROW: FUTURE HORIZONS IN HEALTHCARE REAL ESTATE

MOBs continue to play a central role in the remarkable growth of healthcare real estate. Landlords and building owners stand to benefit significantly from this trend if they leverage the right expertise in the process.

By working with a knowledgeable healthcare architect, MOB owners can gain powerful insight into the many nuances and requirements of effective medical office design, resulting in a structure that is built to evolve with the industry and amplify ROI. As healthcare continues to innovate and expand, thoughtful and forward-looking design will be the cornerstone of long-term success in this dynamic market.



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