



15 May 2026

Northwestern Memorial HealthCare | AMC Tower

On behalf of Henricksen, thank you for the opportunity to participate in the RFP for the Northwestern Medicine AMC New Tower project. Every organization's success starts with its people and the spaces that support them. At Henricksen, we believe healthcare design should not only meet operational goals but elevate how people heal and feel within a space. We bring a multidisciplinary team with the experience, creativity, and structure needed to manage complex projects with care, and precision. Our process is transparent and collaborative from early planning through installation and beyond, so your team stays informed, engaged, and confident throughout.

A few challenging attributes to this project that we would like to note are as follows:

Challenge: Balancing Northwestern Medicine's established design aesthetic and developed brand with the need to continuously evaluate and evolve furniture solutions to better support the changing needs of healthcare environments highlighted in this tower.

Our Approach: Bring a continuous improvement mindset to the partnership. Serve as a proactive partner that is willing to thoughtfully challenge existing standards, selections, and processes when opportunities for improvement arise. Through collaborative discussions, industry insight, and lessons learned from healthcare partners across the country, we can help identify innovative solutions that enhance the user experience while remaining aligned with Northwestern Medicine's overall vision and aesthetic

Challenge: Balancing differing opinions and priorities among internal teams, departments, and project stakeholders through project life cycle.

Our Approach: Act as a collaborative partner and trusted advisor by listening carefully to each group's needs and helping guide conversations toward solutions that support operational goals, user experience, design continuity, and long-term value. Maintaining a strong communication and documentation process that captures project goals, key decisions, and design intent throughout every phase will be key.

To support these approaches, we draw upon insights and proven solutions implemented with healthcare partners across the country, sharing real-world applications and lessons learned that demonstrate how progressive furniture strategies can successfully integrate within established healthcare systems. Our goal is to serve as a strategic partner — bringing forward innovative ideas that work in harmony with Northwestern Medicine's vision while helping position their spaces for the future of healthcare.

For more than 20 years, Henricksen has been proud to partner with Northwestern Medicine, supporting environments that reflect the organization's commitment to exceptional care and innovation. We would be honored for the opportunity to continue growing this relationship through the furnishing of the new Northwestern Medicine AMC Tower and to help create spaces that will support patients, caregivers, and the evolving future of healthcare for years to come.

Best Regards,

Laura Troman
Senior Account Manager
Henricksen

Ryan Esche
Principal + General Manager, IL
Henricksen