



# Northwestern Medicine

Partnership for the Future of Healthcare Environments



## *Key Considerations*

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

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



# *Agenda*

Welcome + Introductions

Henricksen Outlook

Healthcare Growth + Market Evolution

Project Team

Process + Execution

Design + Enhanced Tools

Vision Alignment



60+

Years in business  
Founded in 1962

1984

The year our long-  
standing partnership  
began with HNI

\$360M+

Annual sales, with  
\$100M+ in  
Healthcare

30%+

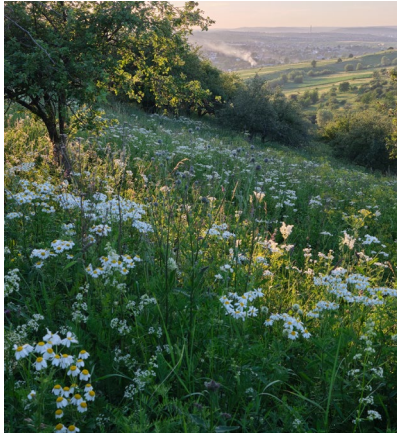
of Henricksen is  
dedicated to  
healthcare

350+

professionals across  
13 locations

1

team dedicated to  
quality, value, and  
partnership



## *Aligned With Your Priorities*

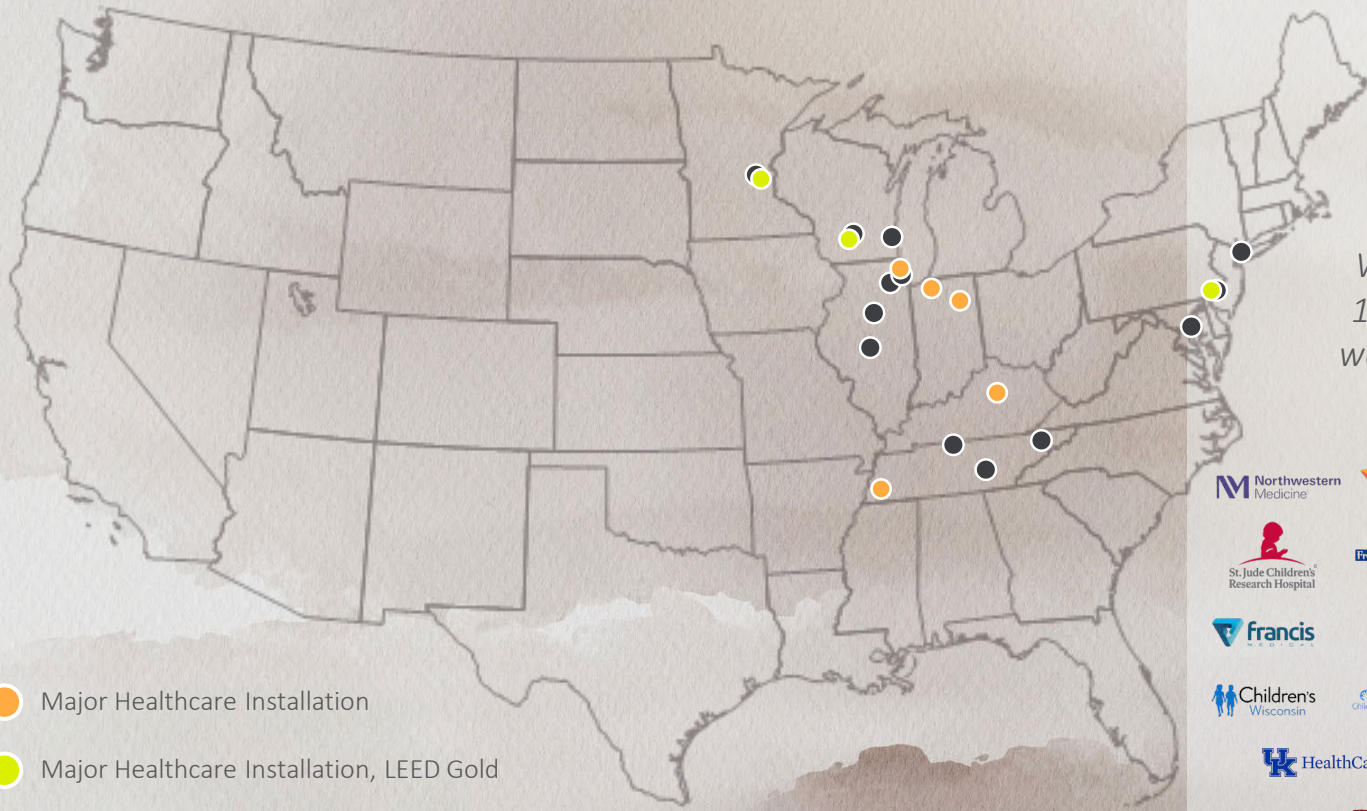
Delivering insight, innovation, and proven solutions beyond products to support complex coordination, phasing, and implementation needs

Ensure a connected, aligned internal team structure that delivers a seamless client experience across all projects and markets

Staying ahead of trends and evolving care models to support smarter, future-focused decision-making

Partnering with you from concept through implementation to bring spaces to life with confidence and precision





- Major Healthcare Installation
- Major Healthcare Installation, LEED Gold
- Henricksen Locations

*With a local presence in 13 cities across the U.S., we're positioned to meet you where you are.*


# The Right Team at the Table

## Project Team

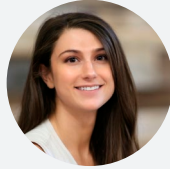
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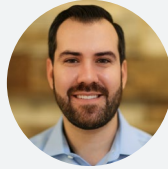
**Laura Troman**  
Senior Account Manager  
*Main Point of Contact*



**Lori Mitchell**  
Senior Account Executive



**Kelsie Nash**  
Account Manager



**Tim Hartman**  
Account Manager



**Andrea Waterman,**  
**NCIDQ**  
Senior Designer



**Nicole Bange**  
Designer



**Lisa Gronski**  
Senior Project Coordinator

## Executive Leadership

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**Gina Parker, NCIDQ**  
Director, Healthcare Strategy

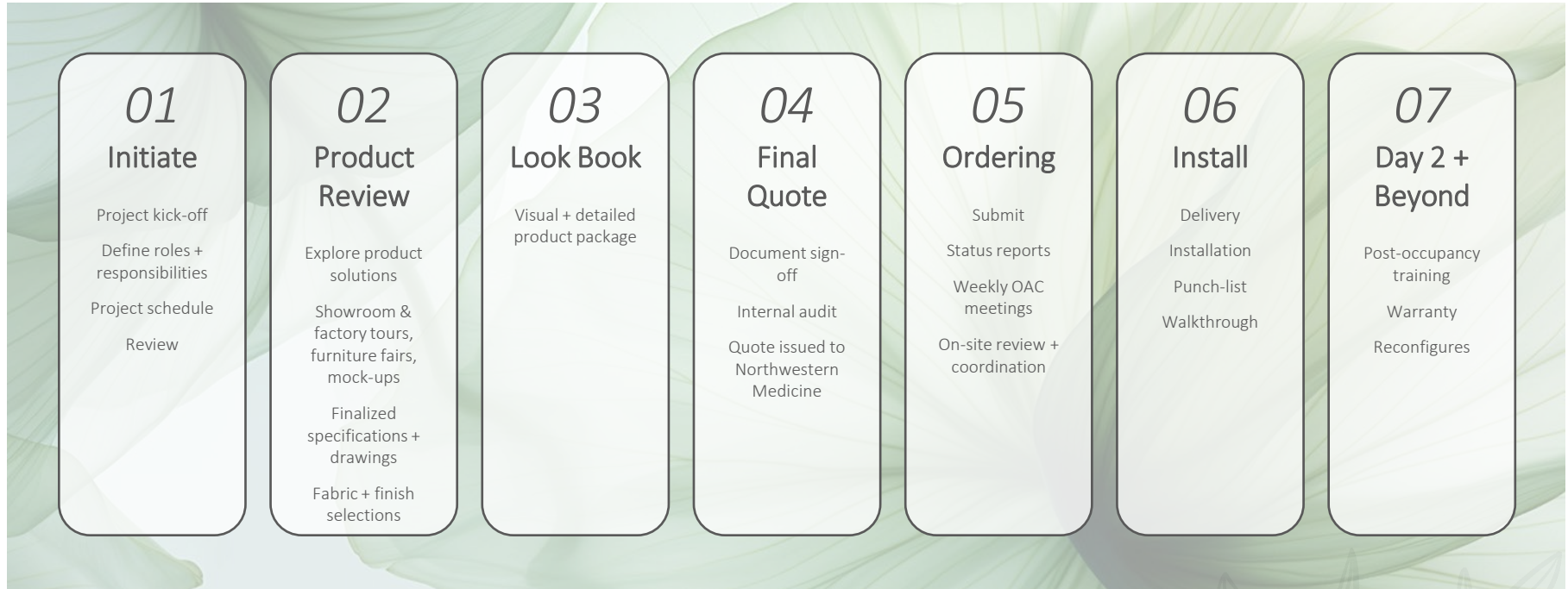


**Ryan Esche**  
Principal + General Manager – IL



**Jorge Anaya**  
Principal, Vice President + Chief Financial Officer

# A Disciplined Approach to Managing Complexity



Laura Troman

Kelsie Nash & Tim Hartman

Andrea Waterman & Nicole Bange

Lisa Gronski

Gina Parker

Lori, Ryan, Jorge

# Technology For Today + Tomorrow



Real-time pricing, specification, and visualization in one platform

Faster client decisions through detailed layouts and renderings

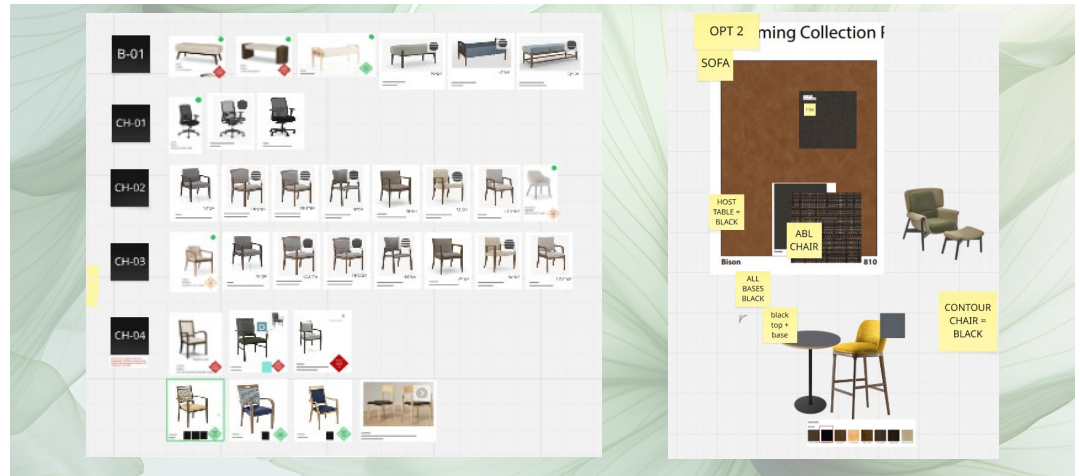
Improved coordination to reduce errors and delays



Provides a collaborative digital workspace for planning and ideation

Supports faster alignment through visual workflows and diagrams

Improves cross-team communication during early project phases





# Technology For Today + Tomorrow



Enables real-time 3D visualization of interior spaces and products

Speeds up design decisions with interactive, accurate models

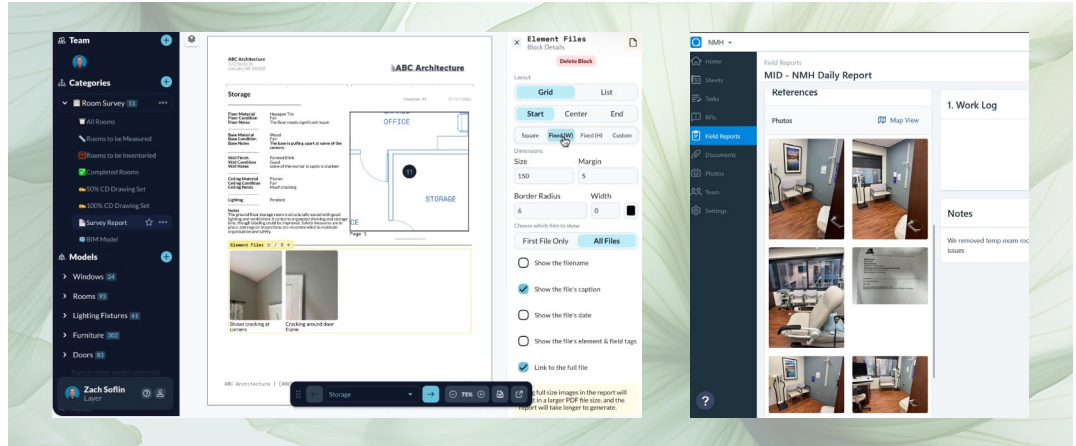
Reduces coordination issues between design and procurement



Centralizes drawings and documents for real-time field access

Improves version control and reduces construction errors

Streamlines communication between office and jobsite teams





***Rooted***

Built on trust, integrity, and accountability



***Growth***

Focused on your success and the communities you serve



***Continuous Improvement***

Committed to learning, adapting, and elevating together



Henricksen

*Scan me*



**Ready to Support AMC Tower + What Comes Next**