

# Case Study

**Industry**  
Medical

**Products**

Reach/Terrace 2.6 workstations,  
Align private offices, Sum™

**Opportunity**

Provide an expanding clinic with a modern, more expressive open office plan for staffers that increases storage and functionality while integrating private offices that keep with the needs and stature of the physicians.

**Color Palette**

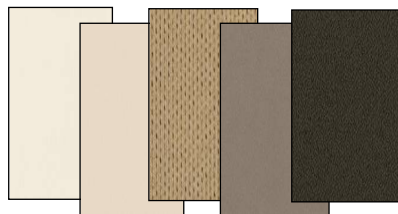
**Edge Trim**  
EU Muslin

**Laminate**  
LS85 Pearl Bisque

**Metal**  
PR3 Gunmetal Metallic

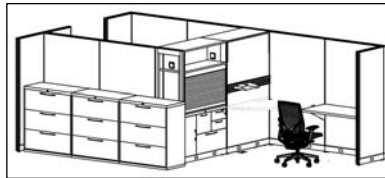
**Tackboard**  
SRT933 Sarto Desert

**Sum**  
OPN92 Open House Fossil



## Reach™, Align™ Good Medicine for Clinic

A new building for an orthopedic office was not only a chance to expand the practice, but also a chance to enhance their workflow and storage opportunities. Reach with Terrace® and Align provided the space and brand expression they needed to relieve their cramped conditions.



**Reasons for Success** In their previous building, they were a victim of their own success; doctors and nurses were, according to one staffer *“packed like a can of sardines, almost working on top of each other, jockeying for space.”* They

were determined that everyone from physicians to medical records personnel would have their own space in the new building and turned to their dealer and the Allsteel team. By conducting extensive interviews, research, and space analysis, the dealer was able to not only provide each department with their own area, but with function-specific stations that matched each jobs' needs.



Initially, the employees were concerned with the smaller footprint of their new stations, but a trip with the architect, office manager, and a business partner to Allsteel's Muscatine showroom eliminated their initial objections. *“The Allsteel staff did an excellent job showing examples of Reach workstations,”* said the Allsteel dealer. *“They had a chance to sit in actual workstations and imagine how the space would work for their specific needs.*

*In the process, they also found that standing height workstations were a new option they hadn't considered. When asked, nearly all the staff elected the standup option.”*

Reach/Terrace workstations and Align private offices had an immediate improvement on the way the orthopedic office performs their work. *“We are very happy with our selections from Allsteel — upscale for the physicians' offices and more modern for the rest of the office — the workspace is more organized, there is a better workflow, and more storage taking up less space,”* said the office manager.

With storage in the wall, Reach creates offices that are easier to organize all within a smaller footprint. And with Align, private offices take on purposeful elegance with expressive materials that have the flexibility to integrate any workspace environment.