

# Smart Notes

## Breaking Down the Healthcare Market:

What Owners Look For in AEC Partners, with Katie Leonard of Wellstar Health System



- 1.** Healthcare systems commit to their mission. Being a good industry partner means understanding and building a foundation on the mission of the hospital. It is a continued relationship.
- 2.** Stay connected with healthcare owners and build relationships through virtual learning, socially distanced events, providing services and equipment, etc. As these systems start to spend capital again, think ahead and stay thoughtful about what you can do to be a useful resource and how you can bring value as an industry partner.
- 3.** From the planning phase through construction, always keep the consumer experience in mind.
- 4.** How AEC firms can build a relationship with Wellstar:
  - Educate yourself on the system, and the types of projects, facilities, and work they do. Know where you want to start.
  - The Real Estate and Facilities Department is a good place to start. Reach out to Katie Leonard as her teams can help you navigate the prequalification process and help you get in the door.
  - Have healthcare experience on your resume.
- 5.** Top 3 things Wellstar looks for in proposals:
  - Demonstrated relevant healthcare experience
  - Clean proposal that is easy to follow
  - Strong team with relevant experience
- 6.** Come prepared to the interview!

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