



strategic planning

SPRINGFIELD HEALTH CITY

Brisbane, Australia

Project scope: Springfield Health City is being designed as an integrated health, wellness, and education campus that will anchor a wide range of services for a planned municipal development in Greater Springfield, one of the fastest growing urban areas of Australia. This campus will serve the needs of a regional population of 800,000 people, and be an incubator for innovation in regional health care delivery.

Collaboration with PHMI: PHMI was engaged to lead a strategic planning effort involving the project's key stakeholders: the private developer, government agencies, and the health care and education authorities whose inputs would be critical to the project's success. From these interactions PHMI developed the concept for a robust public/private partnership that would oversee the phased development of Springfield Health City. This concept, rooted in the goals and objectives common to both the public and private stakeholders, is innovative health care delivery model connecting community physicians, public and private hospitals, aged care and transitional care providers, as well as regulatory and governmental authorities.



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