

# CASE STUDY



## CBRE CONTACT ERIC STANG

Senior Director

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### QUICK FACTS

- Location: Tampa, FL
- Project type (Scope):  
Business Transition &  
Move Management
- Project Size: 150K SF
- Duration: January 2013  
- November 2013
- Unique features: data,  
legal, confidential file  
transfer, decommissioning
- CBRE Team: Bill  
Obregon, Eric Stang, Katy  
Evans

## BAYCARE HEALTH SYSTEM HEADQUARTER RELOCATION PROJECT

### Challenge

BayCare Health System Inc., a foremost provider of community-based healthcare services in the Tampa Bay Area, was developing a new 300,000 s.f. corporate headquarters facility and campus on a forty (40) acre parcel of land in Clearwater, FL. Construction of the \$49 million office complex included two buildings, with the first one opening in late 2013.

BayCare Health required Business Transition & Move Management services specific to Phase 1 of this campus development; a three-story, 150,000 s.f. building and related infrastructure. BayCare was relocating approximately 460 staff from two existing locations to their new location in November 2013.

Based on the need to minimize business disruption associated with the move BayCare distributed an RFP for move management services.

Sr. Director Eric Stang led a collaborative effort between the CBRE Business Transition & Move Management (BTMM) team in Detroit and CBRE Project Management in Tampa to submit a successful proposal. The award included key metrics regarding business disruption and end user satisfaction requirements.

### Solutions

CBRE used a participatory process that included a combination of meetings / interviews with key stakeholders and support vendors to develop a three phase move plan. The plan was developed to execute the project with minimal downtime and zero disruption to business operations. This plan included a tight security process along with an all-encompassing technology plan that provided support at both origin and destination locations throughout the move process. A confidential file transfer & tracking process was developed for Legal, HR, & PHI documents, implementing security requirements for trucks and secure seals on crates. Security guards were also used to monitor trucks during move activity.

In addition, CBRE developed a comprehensive communications plan to keep BayCare staff informed of the move schedule and activities at all times. The plans primary communication tool was an interactive website developed exclusively for the move called: "BayCare is Moving".

### Results

- BayCare's business performance, customer service and revenue was unaffected by relocation activities.
- The relocation was completed according to the plan set forth, and in a successful manner.
- The relocation was completed 40% under the approved budget for the project
- Clear and concise communications were provided to all who were involved or impacted by the relocation.
- Post-move satisfaction scores of 95.7% were realized via an electronic post move survey

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### CLIENT TESTIMONIAL

“At the close of the roughly ten month long project, the CBRE Team and BayCare had not only executed what was close to a flawless relocation process, but did so on-time and on-budget. It was truly a pleasure working with Bill, Eric and Katy throughout the entire project and I would not hesitate to recommend CBRE to others in the industry seeking similar such corporate services support.”

Terry McLaughlin, Regional Director – Real Estate & Development, BayCare Health System

