

## Graduation Plan

<b>Personal information</b>	
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<b>Studio</b>	
Name / Theme	Housing with care
Teachers / tutors	dr. Clarine van Oel
Argumentation of choice of the studio	My topic concerns the threat of vacancy in elderly care institutions due to the new healthcare legislation. Also, my interests in health care real estate fit best with my current job profile as a project developer.

<b>Graduation project</b>	
Title of the graduation project	Residential Care Concepts offers a solution for the elderly care institutions
<b>Goal</b>	
Location:	The Netherlands.
The posed problem,	The nursing- and caring capacity will shrink in the coming years, due to government policy that elderly people should live independently for a longer period of time and also their own need for independent living. The elderly care institutions are facing the threat of vacancy due to these new healthcare legislation.
Research question and sub question	<p>which Residential Care Concepts can be developed in conjunction with a real estate strategy for a sound business case for elderly care institutions?</p> <p><b>Sub questions</b></p> <ol style="list-style-type: none"> <li>1. What is the current composition of the healthcare property?</li> <li>2. Which real estate strategies are deployed within the current healthcare legislation?</li> <li>3. Which target group profiles can be distinguished for elderly care institutions?</li> </ol>

	<p>4. Which factors are important for Residential Care Concept that focuses on independent living?</p> <p>5. Which real estate strategies can be used to support these Residential Care Concepts?</p>
design assignment in which these result.	N.A.

<p><b>Process</b></p> <p><b>Method description</b></p> <ol style="list-style-type: none"> <li>1. Expert panels (focus group) to identify the most important factors by developing of the Residential Care Concepts in conjunction with a real estate strategy for a sound business case for elderly care institutions..</li> <li>2. Survey development ( questionnaire) to determine which real estate strategy and care products can be used to develop a Residential Care Concepts.</li> <li>3. Survey design (questionnaire) to determine which target group profiles can be distinguished for elderly care institutions.</li> <li>4. Statistical analysis of the survey results to determine which combination of the target group profile, care product an real estate strategy result in a suited business model for the health care institution.</li> </ol>
<p><b>Literature and general practical preference</b></p> <p><b>Input from expert panels</b>  Experts/professionals from:</p> <ul style="list-style-type: none"> <li>• J.H.M. van Ginneken: Bureau Ouderenzorg</li> <li>• Ellen Olde Bijvanck: Consultancy bureau Ellenoldebijvank</li> <li>• Claudie Wels: USP Marketing Consultancy bv</li> </ul> <p><b>Personal communication</b>  Experts/professionals from:</p> <ul style="list-style-type: none"> <li>• Consultancy bureau Ellenoldebijvank, Doorn</li> <li>• USP Marketing Consultancy bv, Rotterdam</li> <li>• Bureau Ouderenzorg, Standdaarbuiten</li> </ul> <p><b>Scientific literature</b></p> <ul style="list-style-type: none"> <li>• Anna-Liisa Lindholm and Kari I. Levainen. (2006) A framework for identifying and measuring value added by corporate real estate</li> <li>• Astrid-Odile de Visser, Rik Schoemaker, Erwin van der Sluis, Petra Winters en Jan Veuger. (2014). Interzorg bouwt voor de toekomst Vastgoed afgestemd op specialistische zorg.</li> </ul>

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### **Reflection**

#### **Relevance**

Due to the threat of vacancy caused by new healthcare legislation, the healthcare institutions have to perform a reassessment of their position, services and facilities. Real estate is often considered by many healthcare institutions as a supporting asset and has been run as such for many years. Real estate can offer opportunities for business operation by evaluating and optimizing it. In many cases, a good real estate policy also leads to deliver better care.

Time planning											
	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-15
Deadlines		P1:13/04									
				P2:15/06		P3				P4	
											P5
Paper		Introduction and literature study								Results	Discussion
		Literature study									
Empirical phase			Interview protocol								
				Interviewing							
					Development of Survey						
						Data collection survey					
						SPSS code					
									Data analyses		
									Development of target group profile		
									Development of Residential Care Concept		
									Development of Business model		
										Results	