
Main Line Health:

A community approach to women's care



Photography: Patrick St-Arnaud

The Main Line Health King of Prussia (KOP) ambulatory healthcare center is a state-of-the-art facility specifically designed to provide its patients a coordinated continuity of care, from prevention and early detection of disease through diagnosis, treatment, lifestyle modifications, and ongoing support. In addition, the KOP location is home to the Women's Specialty Center, a center focused on a woman's unique health and wellness needs.

Knitting Wellness Into Our Lives

To meet a growing demand for outpatient care, the KOP development team set out to create an experience that would establish a benchmark for care moving forward – a human centered approach that makes the Center more than simply a place to receive clinical care. Jamie Rogers, Director of Marketing for Main Line Health explains, “Wellness isn’t just about those episodes, those appointments you come in and out for. Healthcare is about knitting wellness into the fabric of our day to day lives.” Beginning with heavy focus group testing, they learned from stakeholders there was an opportunity for KOP to become a vital and interwoven component of the community, where patients, particularly women, return to and become a part of.





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Director, Marketing,
Main Line Health

Sharon Doyle, Senior Facilities Planner for Main Line Health adds “Because, at the end of the day, we all know that women primarily are the glue that holds everything together. They make the choices for their family, so it's not just their own care, but it's their parents, their children, their spouses and what they do for others we have to plan for as well.”

Supporting Women's Complete Needs

To achieve this care model, it meant designing a physical space, that as Susan Black, Principal and Director of Perkins Eastman Black and Architect for the space explains, “Respects the context of women’s lives, which translates into practical things like respect for their time and responsibilities. We deliberately designed in intentional services, like a cafeteria to grab food on the way in and out, a store that stocks the essentials so as to remove one more task off a woman’s list as she works to balance daily demands.” From there, details like easy wayfinding and carefully scaled architectural elements make the spaces feel welcoming and cozy, so it feels “more like a boutique hotel than a medical building.” To enhance the hospitality feel, timeless and contemporary furnishings were selected. Seating areas feature comfortable and inviting compilations including Global lounge chairs, ottomans, and sofas that accommodate a range of ways to sit or gather. All furniture features high performance materials that don’t feel medical, but rather luxurious and welcoming.

Creating a Caring Community

Finally, the KOP building includes multipurpose spaces to support a layer of programming that serves the entire

community. A welcoming lobby feeds into the cafeteria that can easily support a community event, like a fundraiser or charitable run. Meeting rooms and lounge areas enable people to gather and connect. A teaching kitchen also functions as a place for women from the community and their families to participate in nutrition programming and lessons. All spaces feature flexible furniture that can adapt and flex as they move between functions. Donna Phillips, President, Bryn Mawr Rehab Hospital, Main Line Health sums it up nicely, “In every interaction a person has with KOP they feel welcomed, part of the Main Line health family – and ultimately, that’s how I know we’ve succeeded with this center.”

FEATURED PRODUCTS

Sirena Lounge, Popcorn Stacking Chairs, Swap Tables, River Lounge, Sirena Lounge, Citi Square, GC Sidero

ARCHITECT

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