

**SEEN**

**Washington Design Center Sparkles**

One of the highlights of this spring's fifteenth **Metropolitan Home Design House** at the Washington Design Center is a bathroom by Jordan Goldstein, a Washington-based partner of the architecture firm Gensler.



Bringing an oft-overlooked room to the fore, Goldstein's installation is marked by an innovative layout and an exquisite mix of materials—and it features the new Trio architectural glass product from Vancouver-based Joel Berman Glass Studios (JBGS).

Employing a contemporary palette of materials, Goldstein brought JBGS's kiln cast, corrugated Trio glass together with such other rich and sensual finishes as makore wood and lacquer panels. Using the glass as a bath and shower partition,

Goldstein exploited the clean lines of its sharply-corrugated profile to complement the room's sleek contemporary aesthetic, while also taking advantage of the glass's translucency to provide privacy while maintaining a sense of openness.

The Spring 2004 Metropolitan Home Design House, entitled The Modern Mix, is currently on view through June 19 at the Washington Design Center, 300 D Street SW, Washington, D.C., <http://www.merchandisemart.com>.

seating, casegoods and filing product lines.

- List Price Book - Global's largest and most complete pricing/specification guide with 640 pages of product information.



- Pocket Guide - A completely redesigned tool (that easily fits into a shirt or jacket pocket) emphasizing Global's national INstock program in which all items are stocked at 19 Global Distribution Centers throughout the United States.

**NOW REPPING: Prime Line** in Southern CA, Las Vegas, AZ and **LeClair Inc.** in UT, CO and WY for **HealthPostures**.

**SALE AWAY: Knoll, Inc.,** announced its annual East Coast KnollStudio sale, offering discounts on the entire KnollStudio furniture line. The sale takes place Friday, April 23 from noon to 7 p.m. and Saturday, April

24 from 11 a.m. to 5 p.m. Call the Knoll showroom for details. The West Coast KnollStudio sale will be held on Friday, May 21, from noon to 7 p.m. and Saturday, May 22 from 11 a.m. to 5 p.m.

**AWARDED:** The **Antron Product Innovation And Design Award to Lees Carpets.** The competition's jury of professional architects and interior designers honored Lees Carpets, Design Connect with a Gold Product Innovation Award in the modular category for its subtle pattern and versatility.

**CLARIFICATION:** BIFMA says it has not yet issued a revised forecast projection for 2004. The forecast of \$8.95 billion for calendar year 2004, as released on January 27, 2004 is still the current projection. However, as reported by MMQB last week, there was a minor adjustment to some of the 2003 historic information which resulted in an obvious assumption that the forecast had been revised. The January 27, 2004 forecast of 2004 shipments at \$8.95 billion is still the current forecast.

**WHERE IS YOUR HEALTHCARE BUSINESS?**

Now It's Your Turn To Speak...and Get Answers!

*By Juanita Brown and Robert J. Oosdyke, Health Care Furnishings, Inc.*

Our partnership with MMQB is here to serve your needs as the reading audience. This article is about your issues and getting more interactive with one another on YOUR CHALLENGES in healthcare.

For the past several weeks, our articles have touched issues that are important for any furniture company desiring to win more healthcare business. These articles explained the evolution of the healthcare industry and the many factors affecting the buying process of healthcare customers. They also have provided a candid review of requirements for education and training of furniture professionals to bring about the "healthcare expertise" you need to serve this customer's need and how to invest wisely in your company's capabilities to establish this expertise.

The dynamics within the healthcare buying process and with the unique contractual practices perpetuated by Group Purchasing Organizations (GPOs) and Integrated Delivery Networks (IDN's), can be very difficult to navigate and orchestrate. Your selling processes must rise to the challenge and if they do, you can and will become the leading "healthcare player" in your market.

Imagine walking into your city and being the first to sell healthcare! Sounds unrealistic, but you can be this rep, dealer, manufacturer or distributor because few are doing it correctly. The opportunity to control your market is here so you need to become a student of this market and then "go forth and preach!" Your expertise will shine through to your potential customers and business will flow.

HCFI has given you valuable insight into today's strongest opportunity for increasing your revenue...the opportunity to build strong selling relationships with healthcare providers. If you would apply the articles to the plan, we believe you'll have enough information to venture into healthcare and do it correctly.

With feedback from you, we will tailor our future articles to address the very challenges you're facing daily in pursuing business with healthcare.

- What obstacles are you encountering as you seek out the "economic" buyers within healthcare?
- What competitive pressures are making it difficult to win healthcare business?
- What product/service challenges are you facing as you offer solutions?
- What are the issues within your own organization as you try to target the healthcare market?
- How are you making yourself known to potential healthcare buyers, and is it working?

With this type of quality input from you, we will create articles that apply our healthcare insights and knowledge specifically to your needs. We will also ensure your issues are addressed by the healthcare and furniture experts that are serving on discussion panels at our upcoming "HEALTH CARE FURNISHINGS FORUM" on June 15th in Chicago, during NeoCon.

We challenge you to submit your question, and with your permission we will use it at our Forum where you will receive recognition and a check for \$25. If you cannot attend for some reason, you can still win \$10! E-mail your Health Care Furnishings Forum questions to: [hcfquestions@hcfi.net](mailto:hcfquestions@hcfi.net) and WIN \$\$\$.

If you have not seen our articles below, email us and we will be happy to forward them to you.

- Why is the INTEGRATED DELIVERY NETWORK One of Your Keys to Success in Healthcare?
- Making Your Training Investment Pay Off
- What Does It Take to Win Healthcare Business?
- GPOs... Are They a Nemesis or Partner?
- History in Healthcare 101

Please take advantage of HCFI's commitment to increasing your revenue through healthcare by contacting us at [info@hcfi.net](mailto:info@hcfi.net) or call 949-500-4636 to discuss building your business in healthcare.

Be sure to visit our website at [www.hcfi.net](http://www.hcfi.net) to learn about the upcoming Health Care Furnishings Forum on June 15th where you can download your reservation form.

We look forward to hearing from you!