

# CASE STUDY



## Quick Facts

- Client needed facility to be up and running within 90 days
- Site had to be near Minneapolis and be staffed with excellent candidates
- LAG found 23,120 SF center suitable for Healthways needs
- LAG'S efforts has earned it repeat engagements with Healthways

## Client Testimonial

"Using LAG's strategic factors model, we've been able to identify markets across the country with pin-point accuracy where we've had success with initial recruiting as well as building a significant backlog with potential candidates to tap into as we grow. LAG is competent, passionate, knowledgeable, and they produce a tremendous amount of value for us. The group has earned our respect. As a fast-growing company with significant visibility, we are contacted by a lot of others in the real estate community who repeatedly ask for our business. It's always a pretty easy answer for us because of the strength of the LAG team. Once you're with a winner, you stay with them."

- Nick Balog, Senior VP  
Operations

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## HEALTHWAYS, INC.

Nashville-based Healthways, Inc. (formerly American Healthways) is the nation's leading and largest provider of specialized, comprehensive disease management, care enhancement, and high-risk health management services, with over 1 million lives under management nationwide. In December 2001, the organization announced a 10-year strategic alliance with Blue Cross and Blue Shield of Minnesota (BCBSMN). The objective of the alliance is to change the face of health care by filling the gaps that exist and reinforcing the patient/physician relationship with critical communication, timely information, and a uniquely human approach that produces healthier patients and reduces the cost of care.

## Challenge

As part of the agreement with BCBSMN, Healthways would provide a dedicated nurse care enhancement center (CEC). The company needed its new CEC to be operational within 90 days, near its client operations in Minneapolis, and have access to a labor pool of healthcare professionals, including LPNs, RNs, and dietitians. American Healthways selected the Labor Analytics Group (LAG) because of its call center expertise as well as the group's experience with demographic analysis. For Healthways' specific needs, LAG leveraged its Geographical Information System (GIS) knowledge to identify where healthcare representatives lived and worked, such as residences, nursing colleges, and hospitals. In addition, because LAG is part of CB Richard Ellis, American Healthways was confident the group could find the best real estate opportunities in its targeted labor markets.

## Benefit

LAG conducted a site selection study that saw Eagan, MN emerge as the best choice. LAG found a "plug and play" center and negotiated a favorable lease for the client. Healthways staffed a 23,120 square-foot CEC with the type of professionals it was looking for. From the initial 30 clinicians that opened the center to the more than 150 employees who staff it today, Healthways has not only successfully recruited nurses in the area, it has delivered award winning work at this location. In 2004, the company was presented with the AstraZeneca-NMHCC National Partnership Award for its innovative relationship with BCBSMN. The CEC also continues to grow, planning to lease an additional 11,000 square feet for expansion purposes.

## An Update

Since the project in Eagan, LAG has helped American Healthways locate additional CECs in a number of communities nationwide, including Baltimore, MD; Bellvue, WA; Nashville, TN; and St. Louis, MO. "LAG has been an outstanding partner for us. They locate the right markets, structure the right deals, and basically help us succeed each time we venture into a new part of the country." Said Nick Balog, Senior VP of Operations for Healthways.