

SpecLink Helps American Medical Buildings Development Group Fulfill Quality Commitment to Clients

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Michael Janssen, AIA
Senior Vice-president
American Medical Buildings



American Medical Buildings (AMB) Development Group is the founder and leading innovator of full-service, medical office and ambulatory care planning, design and development.

Located in Milwaukee, Wisconsin, their team of 25 has worked on over 400 projects in 45 states - representing millions of square feet in healthcare properties. This has provided AMB Development Group with a clear understanding of the type of facilities that can best support those services at a cost structure conducive to the needs of physicians and hospitals. Their mission is to help clients maximize the value realized from their facilities as they service their patients in a highly regulated and costly environment.

AMB is driven always by the goals of its clients. AMB's solutions - whether strategic, financial or design related - are provided in a clear, complete and open manner. With an unmatched level of technical and financial resources, they specialize in helping health care professionals clearly understand

the needs of their constituents (physicians, patients, hospital executives, staff and the community in general) to create the optimal facility solution.

From feasibility, design and project funding to leasing, construction and ownership, they deliver the unique real estate services today's health care executives demand. Their industry experience has a proven track record of success in developing all types of ambulatory care, group practice and medical office facilities. Today, AMB sets the pace for a new millennium of health care. AMB's professionals have been involved in absolutely every aspect of medical facility design, development and management on a national basis. Few firms in the country provide the level of resources that they deliver daily to their clients.



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The Need: One of AMB's commitments to its clients is that they will focus on their client's facility, so their client can focus on their business. To fulfill this, AMB needed to ensure they had the right people, systems and processes in place. Prior to 2001, they were using an outside consultant and a blend of commercially-available and "home-grown" word processing based specification writing systems, along with an occasional "free" specification from manufacturers. This combination of processes, people and systems was time consuming and not really an effective solution. In 2001 they hired a new specification writer and brought their spec writing in house. This gave them the "people" part of the equation. They just needed the systems and processes. SpecLink fulfilled both needs.

The Solution: "With SpecLink, we have a fast and easy way to create new project specifications," says Michael Janssen,

AIA, Senior Vice-president with AMB Development Group. "Our specifications are now uniform and complete. We also know that the standards being referenced are current." Janssen also likes the editing features of SpecLink – the ability to easily modify and add sections.

Additionally, the ability to create an office master addressing their specific practice has greatly increased efficiency. "The creation of an office master specification for different types of health care projects - like tenant improvements and free standing new buildings such as surgery centers and clinics – has been a great productivity advantage for us. We are then able to use these masters to create new project specifications very quickly," Janssen says. He estimates they have been able to cut the time spent on specification writing by 50%.

The Outcome: Since SpecLink was so easy to learn and use, AMB was able to get up and running almost immediately. And every time they create a specification with SpecLink they become better and faster at using it, increasing their productivity even more.

Because they work on facilities all across the United States, many times AMB will work with local A/E firms to assemble a team that creates the most cost-efficient, aesthetically appealing and highest quality design for each project. Janssen states, "We have recommended SpecLink to other firms we have collaborated with, and they have also purchased SpecLink."



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A strategic partner of



For more information on BSD SpecLink, contact Bryant Hendricks: bhendricks@bsdsoftlink.com

BSD SpecLink is a powerful specification writing, management and production system with built-in intelligence designed to dramatically speed up editing tasks and reduce specification production time while minimizing errors and omissions. Users' project files are each maintained in a single database, rather than in multiple word processing files. Several model projects are included that allow the user to start with a pre-edited set of complete specifications. Because the master data is always visible and never deleted, it is easy to review project choices or select alternatives. Users can also import their own custom sections and/or create model projects specific to company or project-related requirements.