

healthcare awards



Health and Fitness winner

Project: Price Medical

Location: Washington, D.C.

Designer: Forma Design

Photographer: Geoffrey Hodgdon



At Price Medical—a 3,800-sq.-ft. private practice in Washington, D.C., specializing in internal medicine with a sub-specialty in the care of HIV infection—waiting to see the doctor feels more like spending time in a friend's living room. The client, Dr. Timothy Price, requested that local firm Forma Design create a peaceful and residential environment to diminish the stress patients typically feel when going to see the doctor. The program included three private offices, a patient consultation room, lab and bloodwork rooms, six exam rooms, and a large reception area including a reception desk with restricted access to patient information areas. Since structural walls had to remain (the space is composed of a series of former studio apartments in a mixed-use building), they became an organizing element in the new program.

The personal attention devoted to treating each patient is reflected in state-of-the-art equipment, finishes, and detailing. Glass partitions and light-filtering shading maximize natural light in the corridor areas, which widen toward the employee lounge, allowing for a pre-function area to meet with staff or chat with patients to bring down their stress levels. "By providing a well-designed and comforting office, I have tried to demonstrate to my patients that I care for them in many ways," says Dr. Price. "It is a positive experience for them, a beautiful place for me to work, and the office has become our calling card for new referrals and marketing."

