



# CBS Plasma Donor Centre (Sudbury)

## *Redefining the Donor Experience at a Community Plasma Centre*

Canadian Blood Services (CBS) manages the collection, processing and distribution of blood and blood products that include plasma, stem cells, and organs and tissues for Canada's healthcare systems. CBS realized a need to establish plasma-only donation centers to support life-saving therapies and treatments made from plasma-derived protein products. As a proof of concept, the first of three CBS Plasma Donation Centres in Canada was designated for Sudbury, ON, located in an existing community shopping mall. The vision for the Centre was to design a social, engaging and welcoming environment that would redefine the donor experience to attract and retain new and diverse donors, and to promote Plasma donation as a part of the community's everyday life.

NORR, in collaboration with CBS, designed the proof of concept Centre to foster a meaningful donor journey and a sense of community to increase the plasma donation base. The Centre is designed around a social and recovery zone that overlooks the plasma collection area. The collection area features donor-centric pod clusters, which are strategically arranged in groups to foster social engagement while donating. There are a multitude of pod configurations to suit diverse groups and customizable additions to fulfill entertainment and technology requirements. Sight lines achieve clear visualization and connection between staff and donors. The design embraces openness and natural light featuring bright and engaging accents which are contrasted by warm, natural elements such as a wood slat ceiling that emphasizes the principle spaces of the Centre that is central to the design vision.

The Plasma Donor Centre design also considers efficiency in plasma operations, carefully designed to house an optimized processing area and supply rooms to support the storage and movement of plasma for further distribution and processing. The integration of mechanical and electrical engineering systems was designed to accommodate patient comfort and future adaptability, with redundant HVAC in critical spaces for processing and storage of product and supplies. The proof of concept design will assist in assessing performance goals, as well as staff and patient experience.

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<b>CLIENT</b>	Canada Blood Services (CBS)
<b>PORTFOLIO</b>	Health Sciences
<b>SIZE</b>	11,000 SF (1022 SM)
<b>LOCATION</b>	Sudbury, ON, Canada
<b>DATE</b>	December 2020
<b>SERVICES</b>	Architecture Interior Design MEP Engineering Structural Engineering

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# Health Sciences

Health Sciences is a Center of Excellence at NORR. We employ a collaborative approach to health facilities, through integrated thinking while leveraging design excellence. Guided by human-centric and evidence-based design, our team believes in creating healing environments, placing patients at the center of their care. We identify emerging influences, forecasting adoption of technology and fully understand the implications of market dynamic forces, such as value-based care, integrated practice units and other opportunities that require alignment in the ways that we deliver care.

## Informed On Patient Experience

Our Health Sciences team consists of 50 professionals in six offices across the globe. Our clinicians, architects, engineers and designers are highly experienced and have worked with leading clinicians in many of the world's top hospitals. We have unique expertise and passion for the design of patient experience, clinical care redesign, clinical effectiveness, and space optimization to improve access and work flows, care coordination, care transitions, advocacy and policy. We help our clients reimagine their spaces, creating a healing environment integrating physical, emotional and spiritual values into each design. Integrating clinical programming, functional efficiencies and inspired design, our designers leverage our knowledge in human-centered design to provide the highest quality of care.

## Well-Rounded and Equally Specialized

Health Sciences is continually evolving around the world, with higher demands placed on institutions to deliver more and varied services – and in new ways. The NORR team has deep expertise in all types of health sciences building solutions from modern hospital design to public health facilities, health education centers, biotechnology, laboratories and research environments. We engage in all levels of research to understand the central question for improved outcomes in the built environment. We do this through post occupancy evaluation of our facilities, as well as others, through our translational and community health initiatives and also through research projects endeavoring to understand the needs of a particular community as it relates to an appropriate care delivery model.

## CONTACT

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