

Shady Grove Fertility Center

ROCKVILLE, MARYLAND, USA

DESIGN FIRM
E4H WITH
APRIL HATTON OF
SHADY GROVE
SEGMENT
HEALTHCARE

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Shady Grove Fertility Center works with patients to secure the future of their families. Each patient visiting this clinic is looking for hope and answers, and many are concerned and stressed. To address this, Shady Grove Fertility sought to create an atmosphere of serenity and professional warmth. Cool blues and teals blend effortlessly with soothing greys and lighter, natural wood-look LVT. The clinic embraced a residential appeal and intimate, secluded seating to create a calming, private environment for patients.

Medical center evokes comfort of home

Fertility rates in the United States have declined in recent years, leading families to seek medical help to grow their families. Shady Grove Fertility Center in Rockville, Maryland, is one of 37 clinics in the Shady Grove Fertility family. This center has rapidly spread across the United States due to the growing demand for fertility treatments.

As E4H Environments for Health Architecture collaborated with April Hatton of Shady Grove in designing this space, they wanted to evoke an atmosphere that brought the best of soothing, professional healthcare environments, but with a residential, familiar feeling to set patients at ease. The designers chose Shaw Contract Grain, a wood-visual LVT flooring in warm, light colors to brighten the space, while evoking a sense of home.

The clinic also created a more intimate environment in its waiting areas by featuring sitting room cubicles designed for a small group. Shaw Contract EcoWorx® carpet tile was selected for the waiting room for its softer feel and better acoustics, again helping create a more private, residential setting for patients. E4H and April Hatton specifically selected the Shaw Contract carpet tile for its durability, cleanability, and beauty. Furthermore, carpet tile provided the space flexibility to replace a single carpet tile.

Carpet tile, LVT provide space solutions

In the clinic’s patient care rooms, the designers featured Shaw Contract Grain to create a more comforting and home-like environment, while prioritizing cleanability. These consultation rooms were designed with soothing colors, adding bright backsplash tile to brighten these spaces, all to create a clean, welcoming environment. The designers made a special effort to prioritize the inhabitants of the space, by not only caring for the patients’ mental and physical comfort, but considering how the environment would impact the healthcare workers who occupy it daily. The designers selected carpet tile flooring for the nurses’ station for underfoot comfort.

This and the addition of acoustic ceiling fixtures added acoustic benefits to the space, meaning that the nurses did not need to worry about sound traveling from their station to patient-occupied consultation rooms.

The clinic opened successfully and has adapted this design to other U.S. Shady Grove Fertility Center locations. The design elements create a calming atmosphere and professional, yet warm environment. The positive feedback and successful launch of this clinic has inspired the executive team to use this space as an inspiration and learning opportunity for future clinic locations.

GRAIN (LVT 0364V) IN BARK (64720) AND
RENEW (CARPET TILE 5T141) IN RECHARGE (38530) + BREEZE (38515)



“We know that patients who set foot in our clinics are often concerned and under stress about the future of their families. We looked for ways to set them at ease through this space, whether selecting flooring that felt residential, creating spaces with softer textures, or offering them privacy through the design of our waiting room.”

APRIL HATTON,
SUPERVISOR OF FACILITIES PLANNING, DESIGN &
CONSTRUCTION, SHADY GROVE FERTILITY

GRAIN (LVT 0364V) IN BARK (64720)





GRAIN (LVT 0364V) IN BARK (64720) AND
RENEW (CARPET TILE 5T141) IN RECHARGE (38530) + BREEZE (38515)

COVER GRAIN (LVT 0364V) IN BARK (64720) AND RENEW (CARPET TILE 5T141) IN RECHARGE (38530)



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