

ISSUE 64

Exploring workplace
research, insights
and trends

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looking to the future

100 Dreams. 100 Minds. 100 Years.

What about ME?

Balancing individual work in a sea
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Q&A with Jim Hackett

Steelcase president and CEO
attributes the company's success
to great ideas

360°

Future Focused

A new lens for leading organizations



SUSTAINABILITY SPOTLIGHT

A look at people and organizations that are making the world better for us all.

CONTAINERS 2 CLINICS

A nonprofit established in 2008 that converts shipping containers into health clinics to bring high-quality primary healthcare to women and children in developing countries.



The statistics are **startling**.

If 90 percent of women in Africa received prenatal care, about 160,000 newborn lives could be saved each year.

What's more, pregnancy complications such as hypertension are increasing the maternal mortality rate by seven percent annually, even though they're highly treatable with proper care.

Solving for healthcare issues like these is the driving force behind an innovative new clinic that opened to women and children this spring in a rural settlement of nearly 6,000 people along the western coast of the African nation of Namibia. It's the work of Containers 2 Clinics (C2C), a nonprofit established in 2008 that converts shipping containers into health clinics so that women and children in developing countries can have access to high-quality primary healthcare.

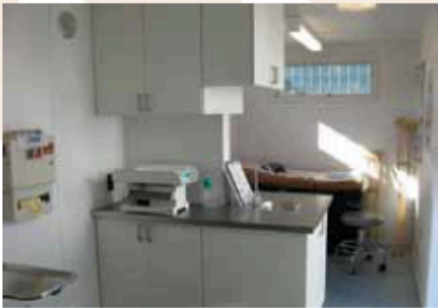
"Most clinicians in these parts of the world don't have the basic tools to do their jobs. By upgrading their workplaces, we're bringing dignity and professionalism to the life-saving work they do and making care available to more people," says Allison Howard Berry, C2C director of operations.

Once retrofitted for use as a health clinic, a shipping container is a turnkey solution: a durable, adaptable, secure structure that can be set up almost anywhere. The first C2C clinics were in Haiti, and this year the organization is expanding into Namibia.

Berry says the clinics in Namibia will be even better than those in Haiti. Nurture has donated their design expertise plus Opus™ cabinetry, counters and furniture for the new venture in Namibia and two more clinics that will be installed there at a later date.

"We reached out to Nurture because we wanted the best casework that would align with the quality of our hospital-grade walls and flooring. It's important for doctors and staff to feel our clinics support them to work to their fullest potential, and it's important that everything in our clinics can stand up to the test of time, even in tropical, humid environments," says Berry.

"The response from Nurture was overwhelming. They mobilized a team quickly



“If any organization isn’t asking the sustainability questions, then it’s not asking the right questions...”

and shared best practices that helped us optimize the limited space of our containers to improve patient flow.”

Says Kyle Williams, Nurture vice president and general manager: “We started Nurture over six years ago to apply design research and thinking against problems in clinical healthcare environments. In our early research, we were struck by the extreme work conditions that healthcare workers were exposed to in helping patients and their families. We strive to better understand the problems in these encounters and develop solutions to make a difference in the healthcare experience.

“Healthcare work conditions are certainly more extreme in places like Haiti and Namibia, and that’s why we wanted to participate with Containers 2 Clinics. We believe that better healthcare environments should make a difference in locations where access is a challenge. It’s a purpose that Nurture wants to be part of.”

The first C2C clinic outfitted with Nurture products set sail from Charleston, South Carolina, on Feb. 7 and arrived in Namibia in mid-March to be trucked to location. The clinic was up and running in May.

In addition to deploying essentially ready-to-go clinics to places with inadequate facilities, C2C collaborates with local organizations and governments to provide clinical, laboratory, pharmacy and health education services. By helping with training and technical assistance before, during and after installation, C2C ensures strong local investment and involvement — vital for a clinic to succeed long-term.

“If any organization isn’t asking the sustainability questions, then it’s not asking the right questions. It has to be about building capabilities,” says Berry. “C2C isn’t just about providing a clinic in a box. It’s about strengthening the whole system, so that month after month, year after year, more people receive better care. Ultimately, we view our efforts as successful when we can step away.” 