RTG
Aligning Strategy, Driving Growth
Through Healthcare Real Estate





CASE STUDY

NORTHSIDE HOSPITAL

CAPITAL PARTNERSHIP AND PHYSICIAN SYNDICATION MODEL

HIGHLIGHTS

266,000 SF New Facilities Delivered

$150-Million Third-Party Capital

Speed-to-Market

Physician Alignment

As a part of a system-wide campus expansion strategy, Northside Hospital pursued the development of two Class-A medical office buildings (MOBs) on their Cherokee and Forsyth campuses. The MOBs total 266,000 SF and will be constructed simultaneously along with an 881-space parking deck on the Forsyth Campus. The combined cost of all three projects will be $150-Million. As a private, nonprofit health system, Northside Hospital prioritized the following project attributes:

- Minimal up-front capital requirement
- Maintaining long-term control on campus
- Speed to market to meet market demand and combat competitive pressures
- Physician ownership opportunity for occupying practices
- Align near term demand with long-term growth to maintain market share

Realty Trust Group (RTG) was engaged as Northside's strategic and financial advisor, to identify on-campus expansion needs, evaluate development alternatives and parking impacts, and aligning strategic and economic objectives. Once a third-party development approach was determined, RTG facilitated a competitive developer selection process through a Request For Proposal and negotiated key transaction terms that positioned the health system for short-term delivery success long-term economic benefits and control, an strategic alignment with key private physician practices through real estate syndication.

Results

RTG established a development framework that supports mission-critical, on-campus growth while balancing control, capital efficiency, physician alignment, and quality standards.

This approach delivered measurable value by strategically aligning third-party capital with hospital objectives, facilitating collaboration with physician investors, and providing comprehensive management of on-campus development activities.

Client Reference

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