Case History
Cornerstone Eye Care
High Point, North Carolina
Overview and Challenges
Cornerstone Eye Care is part of the multi-disciplinary practice Cornerstone Health Care, one of the fastest growing physician groups in the Southeast. With an unwavering focus on the patient experience, Cornerstone Eye Care initiated the building of an all-new facility designed to provide quality ophthalmic care delivered in a friendly, comfortable environment.

The overall intent was to create a contemporary space that reflected boutique aesthetics in patient waiting spaces and optimum comfort throughout for patients, physicians, and staff. To complement its mission of helping patients achieve optimum vision health, bright and airy surroundings were key to the design. “We wanted soothing earth colors throughout the interior, yet we wanted to also keep the environments warm and light,” explained Practice Manager Virginia Pulaski.

Also vital was the need to accommodate a typically older population of patients.
Cornerstone Eye Care contacted KI to initially assist solely with its patient waiting areas. Thereafter recognizing that KI offered an extremely diverse product line with a range of price points, along with finishes and fabrics that would easily complement throughout, Pulaski and her design firm collaborated with KI to furnish its entire facility.

True to Cornerstone Eye Care’s patient-centered approach, all furniture decisions were made from the users’ point of view with an emphasis on function and comfort, as well as style.

“Getting input from our doctors and staff was crucial,” said Pulaski. “For instance, when it came to task chairs, KI allowed us to try them out. It’s the main reason our frontline staff members are so pleased with our choice of the Impress® Ultra task chairs. From the high backs and mesh that provide support, to the comfortable arm rests and the ease of movement, the staff loves these chairs.”

A patient-oriented perspective was also adopted for waiting area furniture choices. Pulaski brought in three different KI lounge chairs for the facility’s lobby area and placed them in the employee lounge. She then invited Cornerstone staff and physicians to sit in and vote on which was the most comfortable and accommodating for patients. “I wanted them to know first-hand how our patients were going to feel in our waiting areas.”

KI’s Affina® Lounge Collection was selected as the waiting area winner due to its indisputable comfort and style, as well as its multiple seating options that can accommodate a wide variety of patient sizes and needs, particularly the needs of the elderly. The collection is also highly suited for high-performance healthcare environments, giving Cornerstone Eye Care the timeless design and durability its practice demands.

Among the other functional solutions KI delivered were Aristotle® desks for physician offices and exam rooms, WireWorks® panel systems for patient administration and welcome reception stations, and WorkZone® desking systems for non-patient administration spaces. Additionally, break rooms feature Strive® chairs and café-style Synthesis® tables, while conference rooms are furnished with boardroom-style Portico™ tables encircled by Kismet® chairs.

Summary
KI provided cohesive, complementary, and consistent finishes throughout to support the sophisticated yet approachable design sensibility that Cornerstone Eye Care desired. All furniture solutions were backed with a consistent and strong warranty for further peace of mind.

In all, KI gave Cornerstone Eye Care high-design solutions that were warm and welcoming and also highly functional to support a relaxed, patient-centered space.

“When you walk into our practice, you immediately know that Cornerstone Eye Care is all about our patients,” said Pulaski.
Products specified in this installation:

Lobby Areas
- Affina® high-back lounge seating
- Affina® custom lounge ottomans
- Affina® guest seating
- Affina® multiple seating
- Affina® occasional tables

Reception/Optical Stations
- Impress® Ultra task seating
- Impress® task seating
- Affina® guest seating

Conference/Meeting Rooms
- Kismet® task seating
- Portico™ conference tables

Café/Breakout Areas
- Strive® 4-leg stack chairs
- Strive® high-density (sled-base) stack chairs
- Synthesis® café tables

Administrative Workspaces/Open Offices
- WireWorks® panel system
- WorkZone® desking system
- Universal™ overhead storage
- Impress® Ultra task seating
- 700 Series® pedestal storage
- All Terrain® mobile screens (not shown)

Executive (Physician) Workspaces/Private Offices
- Aristotle® casegoods
- Avail® task seating
- Rapture® stack chairs
- WorkZone® desking system (not shown)