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BUSINESS FIRST

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Ellis & Badenhausen's new 'smart' building is a break with the past

Business First of Louisville - by [Terry Boyd](#) Staff Writer

Ellis & Badenhausen Orthopaedics PSC's new headquarters, which opened May 18 in Eastpoint Business Center, puts the 55-year-old firm in a bigger space in a new neighborhood.

But getting the doors open is really about leaving behind old technology, said Brent Norton, the firm's office manager and a certified athletic trainer.

The 30,000-square-foot building cost about \$5.5 million for the land and basic construction. Horizon Commercial Realty LLC is a 50-50 partner in the building with Ellis & Badenhausen.

It's a "smart building," enabling the orthopedic surgery practice to incorporate a new generation of digital equipment, Norton said.

The practice made a separate, substantial investment on outfitting the building with new electronics and digital equipment, though Norton declined to disclose the amount.

The advantage in building, rather than leasing, was that new construction allowed the partners to prewire the building, said Dr. R. John Ellis, the managing partner.

The new building has fiber-optic broadband systems with enough capacity to transfer huge digital files from new digital X-ray equipment not just between departments, but across town, Norton said.

Moreover, Ellis & Badenhausen principals have a goal of adapting fully integrated electronic recordkeeping by October, shooting for paperless records that patients can access through the firm's Web site, he said.

"We (wired) the entire building ... with the goal of digital everything," including direct links between the new building and Ellis & Badenhausen's South End offices at 5129 Dixie Highway, Norton said.

The Raynostix Group LLC, based in Jeffersontown, is the contractor for the digital X-ray technology, Norton said.

Ellis & Badenhausen occupies about two-thirds of the two-story building, with 6,000 square feet leased to the corporate headquarters of Performance Medical LLC, which sells back braces nationwide.

About 3,200 square feet are available for lease on the first floor of the building at about \$24 per square feet, Norton said.

Downtown office was too small

Ellis & Badenhausen moved to Eastpoint after being located downtown for about 52 years.

Its latest location — about 10,000 square feet of offices and rehab facilities — at a Jewish Hospital & St. Mary's HealthCare Inc. office building at 100 E. Liberty downtown was too small and too expensive, Norton said.

At 20,000 square feet, Ellis & Badenhausen's new space is twice as large, Norton said.

Ellis & Badenhausen approached Horizon Commercial Realty in January 2008, looking for a joint venture to construct the building along the Gene Snyder Freeway, said Michael Carpenter, a partner in Eastpoint-based Horizon.

Horizon was starting construction of the building as a speculative space, "and it evolved into a deal," he said. Partnerships with tenants taking a financial stake in the building aren't typical, "but it takes a lot of risk out of the deal for us," Carpenter said.

With more space comes greater efficiency, Ellis said.

Instead of linear halls with offices, each doctor has a pod of four offices, Ellis said, with pods centralized for better traffic flow, privacy and access to equipment.

Tucker Booker Donhoff + Partners, based in Louisville, were architects for the building and the interior build out, with Louisville-based Derek Engineering Inc. as the contractor for the interior tenant finish.

AML Inc., based in Floyds Knobs, was the contractor for the building shell, Carpenter said.

Frankfort, Ky.-based American Founders Bank Inc. provided the financing, Norton said.

Shift to the suburbs

Ellis & Badenhausen was founded by John Ellis' father, the late Dr. Rudy Ellis, the longtime University of Louisville sports doctor, and Dr. Walter Badenhausen.

Badenhausen is retired from the firm but still attends to the Louisville Bats baseball team and runs clinics for athletes, Ellis said.

Ellis & Badenhausen clients include Jefferson County Public Schools, U of L, **Bellarmino University** and the Bats.

But the majority of patients are amateurs who've overdone it playing sports.

"We're focused on sports but also have a wide variety of physical rehabilitation experts," Norton said.

Because the majority of clients live in the suburbs, Ellis & Bandenhausen executives decided to join JHSMH, Baptist Hospital East and **Norton Healthcare Inc.** on the periphery of the city, he said.

With new hospitals and medical office parks open or being built along the Snyder at Eastpoint, in the Old Henry Road area and at Old Brownsboro Crossings on Ky. 22, Carpenter said, Ellis & Bandenhausen is one more addition to eastern Jefferson County's multiple medical clusters.

At the 700-acre Eastpoint, Baptist Hospital East has 46 acres, where it has built a large out-patient facility and has plans for two more buildings, Carpenter said.

"We see this becoming another DuPont Circle," he said, referring to the medical cluster at Breckinridge Lane and the Watterson Expressway.

Ellis & Badenhausen Orthopaedics PS

Headquarters: 13151 Magisterial Drive

Satellite office: Southend Medical Center, 5129 Dixie Highway

Expanded services include: Open MRI, digital X-rays, physical therapy with a sports court floor

Subsidiary practice: Dr. Rudy J. Ellis Sports Medicine Center

Web site: www.eandbortho.com

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