



**BERRI  
MEDICAL CLINIC**



 **MEDIFIT**  
DESIGN & CONSTRUCT





## MESSAGE FROM THE MANAGING DIRECTOR

2022 marks the twentieth year in business for Medifit. Growing a business from the kernel of an idea to an established industry leader takes a lot of hard work and dedication to our clients and further to the industry in which we operate.

I believe in the wisdom of the ancient Chinese proverb which states,

**“the journey is the reward”.**

As Medifit’s journey heads into it’s third decade, the team of dedicated staff, industry connections, suppliers, trades and the countless clients we now call friends has been a reward greater than we could have imagined.

Being in a position to help health care professionals realise their dream practices is a privilege. For most of our clients, setting up their own practice is a defining moment in their career. It is a leap of faith, and we respect the trust that they put in us.

From day one, we have been committed to operate with honesty and integrity and never compromise on quality. This formula has been the foundation of our success.

This publication chronicles our journey as a company. I hope you enjoy our story.

Sam Koranis  
Managing Director



## WHERE IT ALL BEGAN

In 2002, whilst researching applications for solid surfaces in the healthcare sector, Founding Director Sam Koranis discovered that at the time, there was nobody in Australia offering a comprehensive practice design & construction service.

Establishing a practice typically meant that a busy doctor or dentist would contact an architect or interior designer and work through the design process. Once design was completed, a host of suppliers and generalist construction subcontractors would be engaged to complete the building and interior fitout.

Unaware of the specialist requirements of health care disciplines, mistakes were often made and stories of costly retrofitting and remediation were common. Unlucky health care practitioners found themselves

caught up in a "blame game" with third party contractors refusing to take responsibility for errors and omissions.

Medifit was established to change this paradigm.

By offering a complete design and construction from a single roof, we were able to maximise efficiencies and deliver a superior result, whilst reducing the mental load for our clients.

Founding Director John Gullotto had a long and established history of award winning cabinetry and interior fitout services based primarily in the retail sector. A certified fabricator for all major solid surface materials, John was a natural fit as Construction Director.

"Over the years, we had fielded enquiries from the health care sector and had seen first hand

the gaps in the services provided. Successful health care fitout requires a combination of specialist design and construction, working in tandem and this is where the idea for Medifit was formed."

The third Founding Director, Geoff Raphael brought acclaimed interior design skills to Medifit and completed the service offer. With a family history in Dentistry, Geoff had valuable insights into how dental surgeries operated and the design intelligence to create solutions that delivered functionally and aesthetically.

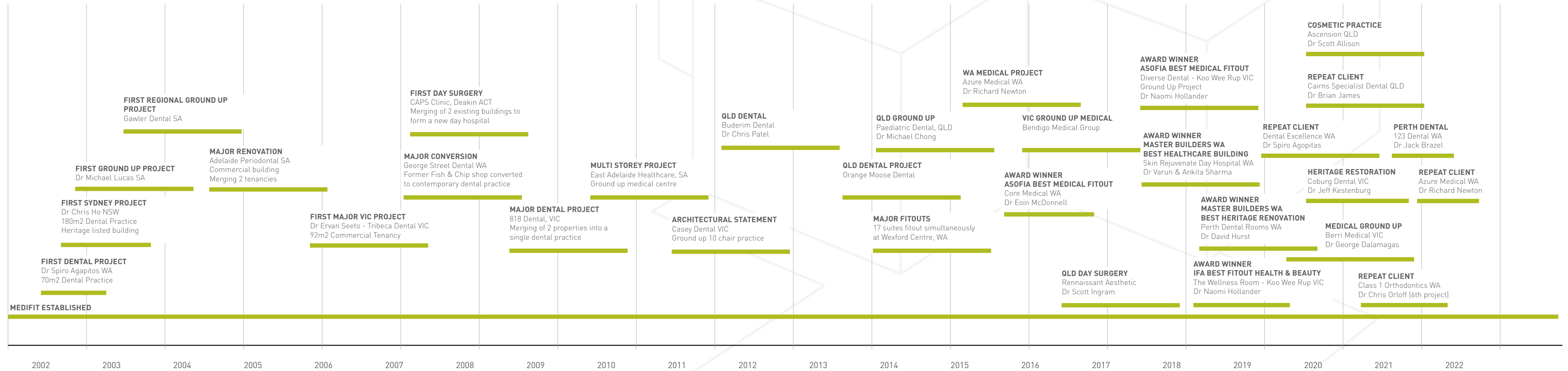
"Good design is far more than making things look aesthetically pleasing. From day one, we aimed to deliver solutions that not only looked great but also improved the day to day productivity of every practice we design."



MEDIFIT's Founding Directors (L-R): John Gullotto, Geoffrey Raphael and Sam Koranis



# TIMELINE & MILESTONE PROJECTS





## THE MEDIFIT DIFFERENCE

Medifit was founded on three guiding principles: honesty, transparency and a commitment to mutually beneficial outcomes for our clients. Our business model delivers on these principles.

In the last 20 years, the health care construction market has been saturated with companies trying to emulate Medifit's success. We welcome the competition, comfortable in the knowledge that we offer what we believe is the best available health care design and construction solution in Australia.

Our experience in the space helps us to cost your project realistically and offer fixed sum contracts for peace of mind. This honesty can be confronting in a market where low upfront pricing and contract variations are the norm.

### **WE'RE NOT FOR EVERYONE, AND WE ARE OK WITH THAT.**

Our processes are fully transparent and we stand behind each and every practice we create. As testament to this, we have many satisfied clients who have returned to Medifit to design and fit out their second, third and in one case sixth practices.

### **FORM AND FUNCTION**

Medifit designed practices are as productive as they are beautiful. Designed at every level to optimise patient flows and create efficiencies in the day to day running, Medifit practices share a common goal - to make working life better.

Our designs and space planning processes have been recognised with a host of national industry awards over the years.







## KEY CAPABILITIES

- **SITE ASSESSMENT**

- Heritage Restrictions
- Structural Assessment
- Site Suitability
- Parking Compliance

- **FEASIBILITY STUDIES**

- Patient Demographic
- Capitalisation Rates
- Rate of Return on Investment

- **LEASE NEGOTIATION**

- Landlord Contributions
- Rent Free Periods

- **ARCHITECTURAL DESIGN**

- Design
- Planning
- Management of External Consultants
- 3D Renders

- **SPACE PLANNING**

- Internal Traffic Flows
- Ergonomics
- Practice Efficiencies & Functionality

- **INTERIOR DESIGN**

- Colours and Textures
- Lighting
- Built Forms

- **CONSTRUCTION**

- Contract Management
- Project Management
- Scheduling
- Coordination of External Consultants

- **INTERIOR FITOUT**

- Manufacture
- Installation
- Coordination of Trades
- Finishes and Detailing

- **CORPORATE BRANDING**

- Corporate Identity
- Initial Marketing Support
- Website Design

## TRUE NATIONAL CAPACITY

From inception, Medifit embraced the concept of building local and employed state based Project Managers to manage practice construction and fitout in their respective states, with quality standards and procedures handed down from head office. This approach resulted in an agility that has stood the test of time.

Being Perth based has provided a surprising benefit. Practitioners busy caring for patients in the Eastern States are able to take advantage of the time differences and contact the Medifit team at the end of their working day via phone call or video conferencing.

The model has been so successful that relationships with the original state project managers endure to this day.

Over the years, Medifit has built an enviable reputation among suppliers, trades and the dental community as a premier provider of high quality practices. The loyalty we have shown to our staff, trades and customers around the country is reciprocated and has resulted in steady growth since our inception.



## DESIGN

Medifit takes a holistic approach to practice design. Taking the time to understand every client's particular needs and desires ensures that Medifit clients get the practices they want.

The first part of our design process is to compile your thoughts and wishes and those of your key staff and stakeholders into a comprehensive design brief that fully captures the intent of your new practice.

These initial discussions give us an opportunity to learn how you work. Most importantly, we get to know and understand your personality and values and bring these to the final design.

Our designers are expert space planners, specialised in designing working space with optimum patient flows, and in full compliance with the statutory requirements for your particular discipline.

The Medifit design process is synonymous with quality outcomes. Proven over 20 years and hundreds of successful projects across the healthcare spectrum, we will create a design solution that complements the way you work, helping you to deliver better care.







## A COMMITMENT TO QUALITY

Since 2018, Medifit has entered select projects into various industry awards programmes including The Australian Shop and Office Fitout Industry Association (ASOFIA) Awards and the Master Builders Excellence in Construction Awards.

These award programmes are judged by industry peers and are fiercely contested in the design and construction industry.

Our work has been recognised with several awards over this period including:

2020/22 IFA Best Interior Fitout Health & Beauty The Wellness Room

2020/22 IFA Best Interior Fitout Medical & Professional Suites & 2021 Master Builders WA Excellence In Construction - Best Historical Renovation Under \$1.5m Perth Dental Rooms

2021 Master Builders WA Excellence In Construction - Best Healthcare Building Under \$1.5m Skin Rejuvenate

2018/19 ASOFIA Best Professional Suite Design Diverse Dental

2017/18 Asofia Medical Fitout Of The Year Melbourne Comprehensive Eye Surgeons

2017/18 Asofia Best Professional Suite Design Core Medical





# 2022

## PROJECT PROFILE

BERRI MEDICAL CLINIC | 1186m<sup>2</sup> | GROUND UP | BERRI, SA  
COMPLETED 2022

Berri Medical Clinic is a medical and allied health centre located on McGilton Rd in Berri, SA. The project was initiated by a group of doctors including Dr George Dalamagas, Dr Kevin Stanton and Dr John Dunn.

Primarily a general medical practice, it was important that the complex had the potential to accommodate additional tenants for allied health and ancillary services like pathology and pharmacy.

When a site became available on a block of land in nearby McGilton St, it was secured and plans proceeded in earnest. Working with Medifit's architectural team, the building design process produced several concepts, refining them into the final form.

From the outset, the Doctors

wanted a building with a unique and striking visual signature. The final building design features a series of three distinct sections with the rooflines at alternating angles. The edges of each of the building sections are curved giving a softer appearance while the alternating rooflines give an impression of waves, or interlocking leaves. Each alternate section is clad in contrasting metal adding further visual interest.

The overall effect is a building that presents beautifully from the street whilst providing ample room inside to accommodate everything the doctors required.

Inside, the space is modern and contemporary. Textures are a mixture of natural wood finishes and neutral toned

floors with contrasting finishes delineating areas in reception. The white ceilings with recessed lights give the space an open, airy feel whilst feature halo lights provide a focal point. Going deeper into the building, private consultation rooms and treatment areas are finished in commercial vinyls and solid surfaces to withstand the rigour of a busy medical environment. Cabinetry throughout is bespoke and precise, with a mixture of timber veneer and Laminex solids giving warmth and a feeling of professionalism without appearing sterile.

The fitout is a statement in understated elegance. To complete the interior works in just 8 weeks was a remarkable achievement by the Medifit team.







# 2021 PROJECT PROFILE

COBURG DENTAL GROUP | 305m<sup>2</sup> | HISTORIC RENOVATION | COBURG, VIC  
COMPLETED 2021

"Medifit was intimately involved in all the planning, design, tendering process, building supervision and fit out of the renovated premises. We also decided to vacate our building as this was to be more cost effective, cleaner, quicker and easier than having the renovations done while we were still occupying part of the building. We found temporary premises nearby and Medifit helped us with the temporary fit out and temporary relocation."

"Each stage of the project was undertaken with expertise, professionalism, and minimal fuss."

"Renovating a building which is 110 years old is never easy. There are unknown treasures and many surprises when you tear down a wall or rip down

a ceiling. All types of flora and fauna, a major rotting wooden beam, a collapsing wall and a history of layers of floor coverings were found, just to name a few of our surprises. Medifit acted as my eyes and years on site and supervised the structural elements of the build to ensure any problems were promptly resolved ensuring no lost time was incurred."

"As a result of their expertise, I had no headaches, no stress and could focus on my main job, that of a dentist treating patients, albeit in our temporary premises."

"Medifit also looked after all the daily hassles no matter how small. Despite the COVID-19 epidemic, the lockdowns, supply issues and the usual issues with trades,

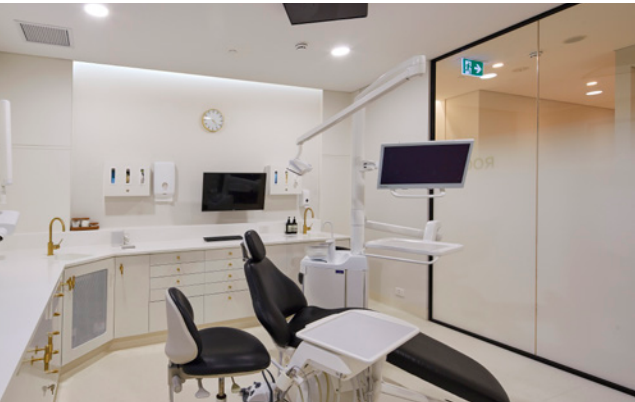
the building renovation finished exactly on time as planned, the fit-out finished exactly on time and the equipment installation by Anthos was undertaken exactly as planned. That was truly amazing!"

"My staff, family, patients, and I are so happy with the final result. It is well and truly way beyond our wildest dreams, and it has rejuvenated our desire to come to work. Sam Koranis and each member of the Medifit team have been wonderful."

Dr Jeffrey M Kestenberg







# 2020 PROJECT PROFILE

PERTH DENTAL ROOMS | 290m<sup>2</sup> | COMMERCIAL TENANCY | PERTH, WA  
COMPLETED 2020

The whole process, from my first conversation with Sam, to the design process, to finally my dealings with the Project Manager were beyond all expectations. All of the team have been supportive, guiding, helpful and caring. The end result is amazing. I cannot recommend this company enough. If and when I build another practice I would not bother looking elsewhere.

Medifit are the real deal. All services under one umbrella. All accountability under one umbrella. They truly are the best team in Australia. I am happy for any potential clients to contact me or arrange a visit to my premises to see at face value the quality of their work. Thanks guys"

Dr David Hurst







# 2004

## PROJECT PROFILE

LUCAS DENTAL | 235m<sup>2</sup> | PLYMPTON, SA  
FIRST GROUND UP BUILD | COMPLETED 2004

"For the first time, someone was asking me all the right questions. After several conversations with Geoff, concept plans were drawn and colour computer images were generated. Finally we were onto something!"

"When we first met Michael, he showed us some plans compiled by another architect," said Geoff Raphael, "and it was plain as day to me that what was presented was a beautiful, but an architectural-only solution. What Lucas Dental needed was a balanced approach between aesthetics and the practical needs of life in a dental practice."

"Within a week, after some exhausting briefing sessions, we had a Strategic Master Plan back to Michael. The plan didn't show the three

dimensional form of the building as yet simply because if the plan didn't answer the requirements of the interior, what use was there in showing a building which the client may fall in love with and which will forever constrain the interior outcomes as they develop."

Dr Lucas said that in the end, Mr Raphael designed a modern building with a very functional internal layout complete with six surgeries and enough parking for 17 cars within a week."

"I then met Medifit director Sam Koranis and from the first time we met, it was evident that the business relationship would flourish into friendship," "Sam understood what I wanted and was just as excited as I was. Over the next 12

months, it was all put together. Our dream to build a modern, architecturally designed dental surgery was slowly becoming a reality."

"Our patients demand the best from us as providers and we demanded the best from Medifit, and that's what we got. With many thanks we congratulate the entire team at Medifit for their tremendous effort. Their support from the beginning planning stages to the follow up of minor finishes has been faultless. Thank you for making our dreams come true."

We highly recommend you to all who want a job well done and we welcome anyone to come and see what you've done for us."

Dr Michael Lucas







# 2005 PROJECT PROFILE

818 DENTAL | 277m<sup>2</sup> | VIC

COMBINING ADJACENT BUILDINGS INTO A SINGLE PRACTICE | COMPLETED 2005

Innovative problem solving provides a great solution, combining two adjacent buildings into a single cohesive practice.

Dr Lloyd Saville approached Medifit with an existing dental practice located at 818 High Street Armadale, Victoria.

Dr Saville had purchased the mirror image property adjacent to 818 High Street with the intention to increase the practice with minimum impact to the appearance from the street front. The 'pigeon pair' required an innovative and stylish design to merge the two buildings to become one.

The property at 818 High Street had already been trading as a dental practice for about 6 years and the building had a heritage overlay. The

property at 816 High Street was zoned residential.

Medifit decided that the most effective way of merging the two buildings was to retain each title independent of each other via the creation of an unimposing glass atrium structure merging the two buildings.

This lateral thought process also managed to maintain the maximum value of the two properties in one of Melbourne's more affluent areas.

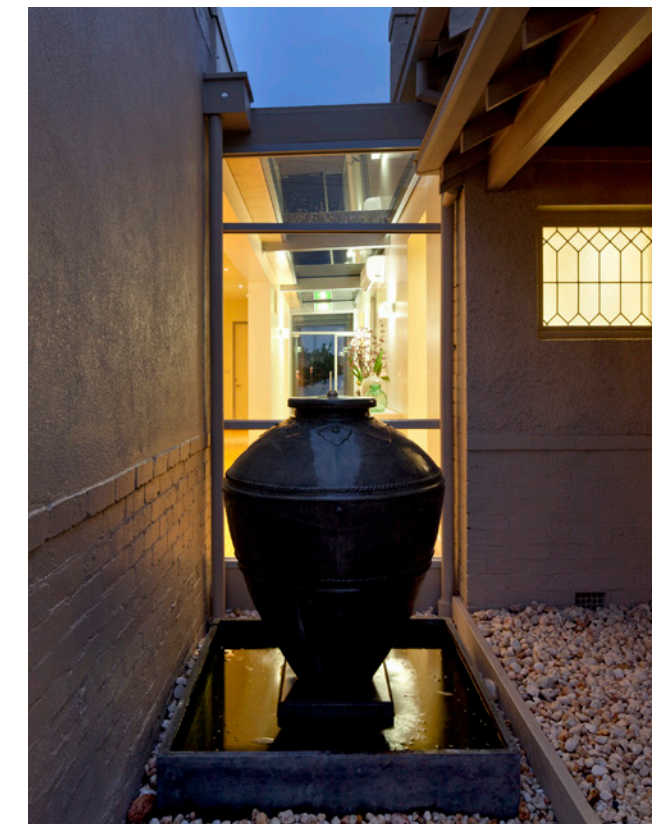
The surgeries are located off the atrium along the external walls of each building providing as much natural light as is possible.

Where an external window was not available we have included glazing to the corridor so that the Atrium can provide

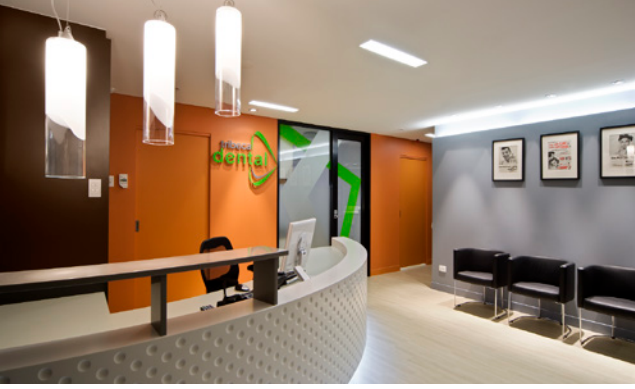
the light to those rooms. A spacious staff area is located to the rear of the tenancy and includes a kitchen, table and chairs and staff lockers.

The new atrium walkway was developed after researching different styles and designing something that would be minimal from the street front but provide maximum design impact from the interior.

The use of exposed beams, clear finished ply, and glass complement the overall design of the atrium roof which allows maximum interaction to the weather outside.







# 2007 PROJECT PROFILE

TRIBECA DENTAL | 98m<sup>2</sup> | EAST MELBOURNE, VIC  
COMPLETED 2007

"One of the vital components was the design and fit out of the practice. I arranged a meeting with Sam Koranis of Medifit. Even though they were based in Perth, I was impressed by the number and quality of the projects they'd already undertaken nationally and the feedback from their clients that I spoke to was positive."

"At my first site meeting with Sam and his project manager, Michael Bleechmore, I was reassured to hear that the space would be suitable for a dental practice. They were honest in their appraisal regarding the challenges to provide services such as plumbing and air conditioning. From beginning to end, they were able to guide me as well as handle, on my behalf, the many processes that I would

encounter along the way such as council applications and Body Corporate requirements."

"It was a pleasure working with their design team who were able to realise my vision of the practice on paper and in 3D computer-generated graphics. They were able to integrate my appreciation of design, style and aesthetics and balance this with simplicity and functionality."

"It's been a very personal and rewarding journey," Dr Seeto said. "I have enjoyed every moment of it. I entrusted my dream to Medifit and they have delivered a dental practice of which I am very proud. They exceeded my expectations. I would utilise the services of Medifit if I were to do this again."

"The tradesmen were always professional, efficient and approachable. A project such as this will inevitably present problems along the way and Medifit were able to deal with these effectively as well as delivering on time."

"The practice has generated much interest within Tribeca and East Melbourne. It is modern and respects the strong heritage elements of the building. The patients love the practice and we have received many compliments. And best of all, it's so close to home."

Dr Ervan Seeto







# 2007 PROJECT PROFILE

CASEY DENTAL | 277m<sup>2</sup> | VIC  
GREENFIELD SITE TO ARCHITECTURAL STATEMENT | COMPLETED 2007

"I gave Sam a basic outline as to what I wanted based upon looking at examples of previous practices he had built, and he did the rest. The garden features, feeling of space and impressive modern design. I wanted the final result to be a modern practice with aesthetic appeal that would make for an iconic building in the City of Casey."

"Medifit took control of dealing with all aspects of the construction, from permits and approvals right through to completion and handover. I know I have a quality product that is not only a great investment for the business but also for the capital growth of the real estate."

From the moment you arrive at Casey Dental in Narre Warren, you know that you are in a special place. This is definitely not your run of the mill dental practice.

The building is single storey, yet presents as a larger built form through raking walls in a contemporary design. From the street, the building seems to rise up out of the ground, the sweeping angles reminiscent of a mighty ark. The sides of the building are clad in graduated tones of grey to accentuate the dramatic elevation while bold panels of yellow, purple and white provide a vibrant contrast and articulate the architectural forms. The effect is stunning, giving the practice a unique visual signature.

"The new practice has been a great success with great feedback from patients and an continually expanding patient base."

"Sam and all the Medifit team were very easy to deal with and attentive to all the important details, of which I would have no idea of. Medifit met all the wishes I had for the new premises, and should I be game to build another one in the future I would use Medifit without question."

Dr Jayson McNaughton







# 2009 PROJECT PROFILE

DENTAL ON GEORGE | 277m<sup>2</sup> | WA

FROM FISH & CHIP SHOP TO CONTEMPORARY DENTAL PRACTICE | COMPLETED 2009

Medifit's passion for what they do is obvious. That inherent quality along with seeing the lovely fitouts Medifit have been responsible for in Australasian Dental Practice was all we needed in making up our mind for whom we wanted to head our project."

"Special thanks go to Medifit's Construction Team Leader. We found working with someone so dedicated, enthusiastic and creative highly rewarding. He was the driving force in the design and execution of the fitout."

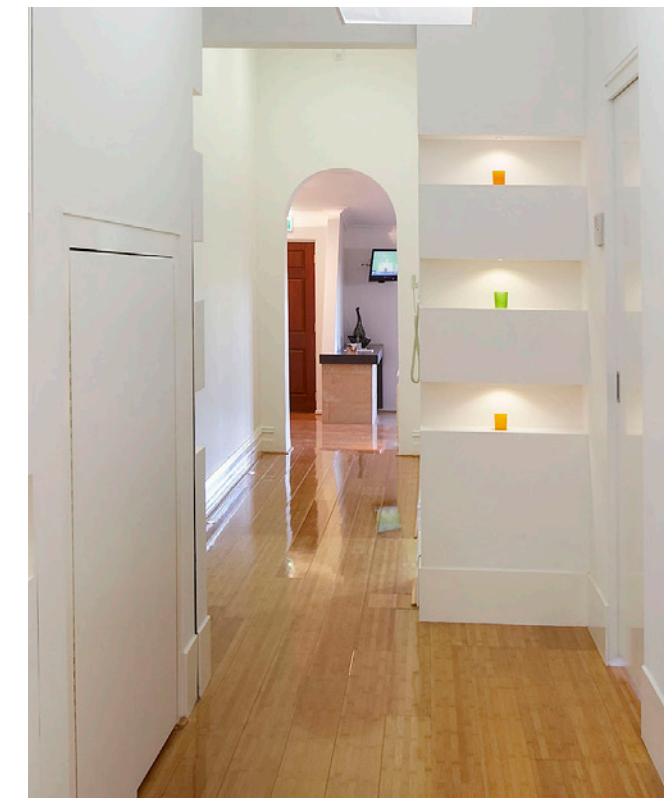
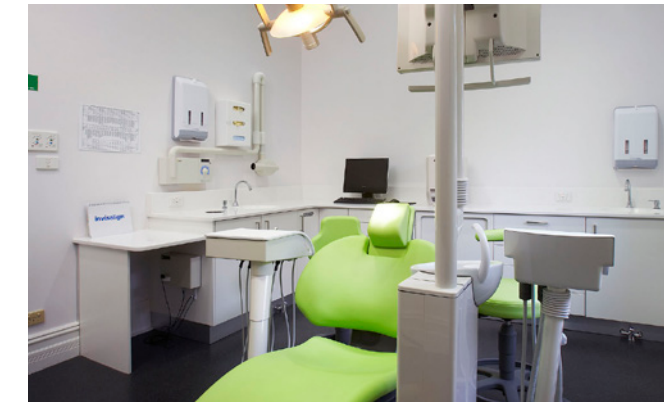
"We also wish to thank the designated Medifit Designer on the project for her great ideas and her assistance during the process. It was amazing how the project was completed in a mere 7 weeks! It wasn't straightforward as

our premises are in an old building - a former fish and chip shop no less. It was amazing to witness how Medifit merged the old with the new to create a practice that seamlessly fuses the two worlds together."

"Finally the Medifit team's unrelentless pursuit of excellence inclusive of their cost control, speed, quality, efficiency and overall service proved to be second to none."

"We thus have no hesitation in recommending Medifit to anyone that is contemplating any design and construction project."

Dr Ali Essfahani







# 2010 PROJECT PROFILE

CAPS CLINIC | 1200m<sup>2</sup> | DEAKIN, ACT  
COMPLETED 2010

Located in Canberra's medical precinct, the CAPS Clinic consists of over 1400m<sup>2</sup> of specially designed specialist consulting rooms, operating theatres and private hospital facilities over two floors, allowing resident specialists to provide comprehensive services and recovery care to cosmetic and plastic surgery patients.

The resulting design boasts bold but tasteful use of colour and texture. The carefully selected furnishings and expertly planned layouts make the clinic feel more like a stylish home than a hospital. Creams, golds and oranges are used to promote healing and a sense of positive energy throughout the building and give the facility a distinct personality - a far cry from

the traditional sterile hospital whites and blues.

Previously restricted to treatments requiring local anaesthetic, the overnight facilities give surgeons at the CAPS Clinic the opportunity to significantly increase the range of procedures available.

"The decision to build new facilities from scratch was taken after detailed consideration and extensive consultation with patients and staff. Careful consideration was given to ensure the environment was as warm and welcoming as possible. During the planning process, patients responded they didn't want the new clinic to feel like a hospital at all, but rather they wanted somewhere they could feel relaxed and recuperate in comfort."

"Patients and staff are ecstatic about the new look and feel. Patients reactions when they walk in are instant, they immediately feel relaxed and comfortable, while the extra space makes it easier for staff to care for patients."

"We have glowing referrals coming through all the time from everyone who visits the clinic. We count ourselves extremely lucky to have the beautiful, flexible life we have."

Cheryl Taylor







In 20 years, Medifit has helped hundreds of healthcare professionals create their dream practices.

What can we do for you?



[www.medifit.com.au](http://www.medifit.com.au)

- SITE ASSESSMENTS
- LEASE NEGOTIATION
- FEASIBILITY STUDIES

- COUNCIL SUBMISSIONS
- ARCHITECTURAL DESIGN
- INTERIOR DESIGN

- BUILDING CONSTRUCTION
- PRACTICE FIT-OUTS
- RENOVATIONS