CASE STUDY

i-Cube: The Missing Piece
McKesson - US Oncology with Wilson Office Interiors
Supporting one of the largest networks of oncologists in the United States, McKesson offers clinical, research, technology and business resources to support growth within independent, community-based oncology practices.

Provides contract quality furniture and services to a variety of industries including: corporate, healthcare, educational, municipal and hospitality markets.

The Situation:

In 2014 McKesson - US Oncology began searching for a millwork contractor to renovate their Dallas Interventional clinic. As a healthcare provider, their space needed extensive customization within a tight timeframe. Any delay in the planning or ordering process would set them back and come with the cost of denying patients the care they needed.

Enter Dallas, Texas based Wilson Office Interiors, powered by ICE software® and DIRTT Millwork ready to tackle the project. While McKesson - US Oncology was familiar with Wilson Office Interiors and their approach to building DIRTT solutions in ICE software, they had yet to see the i-Cube™ in action to design millwork.

McKesson - US Oncology was invited to meet with Wilson Office Interiors’ DIRTT Champion Courtney Hulse to see first-hand how the i-Cube could improve designing millwork for their project.

Although McKesson – US Oncology was impressed by the power of the i-Cube, they decided to pursue a traditional millwork provider for the Dallas Interventional clinic project.

“We really focused on customization in ICE, being able to create what they need right in front of them and giving them a realistic price,” says Hulse, “we were able to pull up examples from their project in ICE and move stuff around, adjust door heights with them sitting there. It helps that the client is able to see those changes.”
**Project Schematics**

- 33 custom millwork items
- 81 materials
- 9000 sq. ft. layout
- 21 locations
- 485 feet specified with the i-Cube

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**i-Cube**

- Real-time pricing
- 3D models with accurate dimensions and finishes
- Stakeholders have information to make decisions
- Unprecedented ability to collaborate with clients
- Flexibility to accommodate changes at any time

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**The Unexpected Cost of Traditional Millwork:**

Unfortunately, the traditional approach came with an unexpected cost. The project was already moving slowly and traditional millwork wasn’t able to meet the initial deadlines set in the project’s plans.

In addition, the custom cabinets that they needed for the Dallas Interventional clinic caused delays to their timeline and uncertainty was building in the project. The looming doubt of not making their opening date began clouding the project, until it became apparent they needed to change their approach.

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**McKesson - US Oncology had to make a choice:**

**Stay the course:**
Trust the traditional millwork approach, despite long delays and an expanding budget.

**OR**

**Go with the i-Cube:**
Where the ability to quickly customize DIRTT Millwork solutions in ICE was more important than ever.

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“McKesson - US Oncology needed cabinets that weren’t standard, wanted to make changes and needed more time to make decisions, this meant the traditional millwork provider could not meet their deadline,” says Hulse, “we were always a contender but it definitely helped sell it, that we could get the millwork there on time and customized to their exact specifications.”

McKesson - US Oncology realized that choosing DIRTT Millwork would mean an increase in project speed and improved order accuracy, traits that were necessary in the Dallas Interventional project.

The i-Cube was called into action and work on the Dallas Interventional Clinic began in earnest.

“The i-Cube has made designing millwork a much easier process and has even made it easier to sell,” says Hulse, “ICE really helped us in processing change orders and providing a quick turnaround to get information back to clients.”

The ability to quickly collaborate through 3D visuals was important to McKesson – US Oncology and essential to Dallas Interventional.
Millwork Changes with ICE:

DIRTT Millwork had already begun filling the gaps that traditional millwork left behind in the Dallas Interventional clinic. “The process of millwork is much better with the i-Cube,” says Hulse. “Before, we’d have to re-iterate what we wanted or wait for shop drawings from the architect. Now we can drive how we want things done.”

The i-Cube removed the barriers in the Dallas Interventional clinic, increasing the project’s speed two-fold.

“The i-Cube could create anything needed for the Dallas Interventional clinic without having to charge a premium,” says Hulse, “so that was the big selling point, they could customize it, we gave them examples of everything and they made changes right up to the end.”

With the i-Cube, the clients were able to review their project in detail. “We sat down with the McKesson – US Oncology team and went through every room using ICE to make sure it was what they wanted” says Hulse. “We reinforced that if they wanted to change something, they could, right up until order date. It was simple for us to make changes without impacting the timeline”.

With the Dallas Interventional plans finished and approved by McKesson – US Oncology, the project came to life.

Not only was the Dallas Interventional clinic a big success by opening on time, but they also:

• Created their design to their specifications without sacrificing details
• Saved time by making changes quickly
The End Result:

Coming off of the success of the Dallas Interventional clinic, Wilson Office Interiors quickly secured the next McKesson – US Oncology contract to build the Texas Center for Proton Therapy, a massive $500,000 project that dwarfed the Dallas Interventional clinic in both cost and scope.

Not only has the i-Cube helped win and create more job opportunities for Wilson Office Interiors, but it has also helped:

• Create a trusted partnership between Wilson Office Interiors and McKesson – US Oncology becoming their preferred building partner.
• Increased Wilson Office Interiors confidence in building millwork with the i-Cube.
• Smoothed out the design process, giving the power to Wilson Office Interiors to drive their millwork designs and meet client request.

The i-Cube and You:

Interested in seeing if the i-Cube is the missing piece you’re looking for? Contact sales@ice-edge.com for a live demonstration.