



## Group on Institutional Planning (GIP) Member Spotlight



**Bill Orosz**



**Title:** Administrative Director, Planning Services,  
The Ohio State University Wexner Medical Center



**Education:** BA, Miami University; MPA, The Ohio  
State University



**Experience:** 26 years as a 'partner' in two major  
planning and architectural firms; 10 years at OSU.



**GIP Membership:** GIP Member, 2005- present;  
Member, Steering Committee member

### **What are your main job responsibilities at your institution?**

I am responsible for the planning and management of space for our 8.2 million square foot academic medical center. This includes facilities master planning and programming, capital planning and budgeting, space and furniture standards and guidelines, environmental branding, key vendor relationships, professional representation of OSUWMC, and planning support to affiliated healthcare organizations. Our model is integrated, including the clinical facilities, research spaces, and the College of Medicine.

### **What has been your most significant innovation/breakthrough/project/contribution at your institution? What are you most proud of?**

While very much a 'work in process', my proudest achievement is the advancement of a 'culture of planning' at The Ohio State University Wexner Medical Center. This has many dimensions. Most important are building a team of talented and visionary planners, nurturing key relationships with senior leaders and their teams, infusing best practices, producing effective benchmarking data, and insuring longer term perspectives in immediate space and facility decisions. We focus on 'bedrock principles' and frame planning options accordingly. A key principle which we developed is that of seeking a 'reasonable comparability's' in space, regardless of types or location. Creativity, consistency and transparency are essential elements to a planning culture. We have brought uniformity to how space is analyzed and assigned, and how projects are initiated.

### **What advice would you share with someone who wants to further their career in planning?**

I suggest two things. First is seeking appropriate mentorship. Successful leaders in AMC's all benefited from key mentors, are eager to share, and open to assisting in the professional development of your planning skills. Second is to remain open to horizontal movements within your fine organization. An AMC is complex, and learning opportunity is therefore distributed. Wearing many hats has caused me to learn really diverse things, has enabled me to interface with amazingly different people, and has therefore contributed to a more balanced leadership style. So 'say yes' to opportunities, and do not prematurely burden yourself with needing to see the ultimate grand career move. That will become crystal clear to you eventually, and you'll have more rounded planning skills when it does.

Challenges become less daunting when platforms like our GIP bring us together for learning, support, and professional development. Membership reminds us of the critical importance of what we do in academic





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medicine. I receive tremendous inspiration and intellectual stimulation from fellow GIP members. I've made great and enduring friends. Meetings and conferences help advance these relationships, and help me bring greater value back to The Ohio State University. The AAMC members are quite committed to each other's success, which is vital. We are in this together. The GIP membership and participation extends our reach.