



Optimal  
synergy effects  
through  
conceptual  
planning

[www.wedical.de](http://www.wedical.de)

# ON NEW TRACKS TO A NEW AGE

## Wedical



Curing

Recovery

Relaxation

## 1. The concept

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 Conception

 Functions

 Customer structures

 Synergies

 Energy conception

## 2. The realization

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 City of Osterode

 Location

 The hotel conception

 The buildings in numbers



The **health** concept of the future

as solution for the individual health care



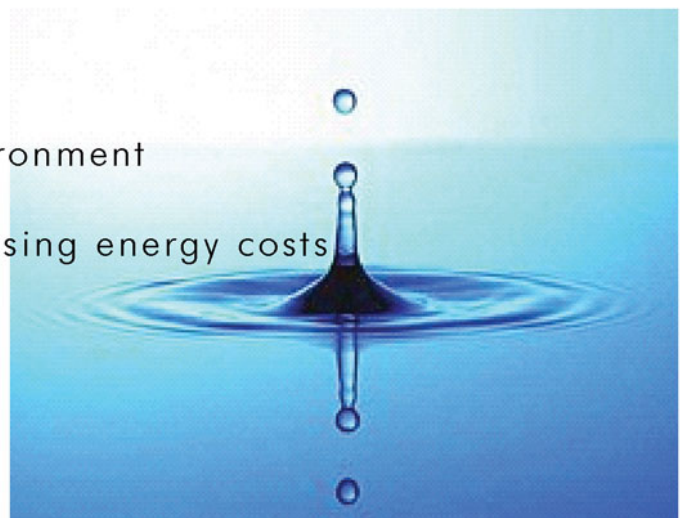
The **tourism** concept of the new methods

as the key for promotion of the

economic development

The **energy** concept for the environment

in the reaction to increasing energy costs



The expression **Wedical** is derived from the term **Wellness**, which is nowadays used in a really inflationary way, and the term **Medical**, and can therefore be assigned to the field of Medical Wellness.

But **Wedical** means much more. First of all, **Wedical** consists of three components:

- a hotel with a medically oriented wellness area
- a health center
- a senior living residence

The buildings are designed for a concept which does not even allow diseases to come up but prevents them by a healthy way of living and comprehensively exhausting all vital potentials.

The realization of the wellness concept is based on health-scientific research. The target is to start a process of holistic well-being in the context of scientifically established and health-promoting factors.

The overall objective consists of integrating the behaviors and attitudes generally proved to be favourable for health into the individual life structure, (if necessary with support from professional coaches, advisors or therapists) in such a way that the clearly perceptible result is an immediate and long-term well-being, with the different dimensions of well-being (exercises, diet, intensity, relaxation, spirituality, etc.) being in a good balance.

In addition to the individual exploration and analysis of the current and the target state the professional methodology includes an individual action plan, a qualified observation of the process itself as well as the supervision of course and its success.

Basically **Wedical is** defined as a combination of touristic and medical-therapeutic "wellness"-services.

In this context it has to be stressed that the medical services are provided as a basis or in addition to the wellness offers. The term therefore clearly excludes services or products that are limited to the field of wellness or tourism without any medical aspects.



High quality medical diagnostics, comprehensive individual counselling and holistic therapeutic treatments are as well as the comfort and the service of a five-star Hotel are available to the Wederal guest.

If "Medical Wellness" is understood and put into practice in the right way it is surely a market of the future. In spring 2004 the "Institut für Freizeitwirtschaft GmbH" in Munich, published the study "Marktchancen im Gesundheitstourismus" (Sales Opportunities in Health Tourism). In this study data on guests and their interest in new and innovative health and wellness offers were collected and analyzed in detail for the first time. Based on a realistic scenario regarding the demographic and economic development as well as the development of society also analyses and makes predictions about the prospects and the growth potential for the German health tourism until 2010.

In fact, the researchers predict a enormous growth potential for all segments:

- Due to its zero-position in 2002 the anti-aging-holiday recorded the highest growth (in percent); with a total number of 260,000 trips in 2010, however, it remains at the lower end of the four holiday categories.
- The second highest increase is expected for the beauty-holiday; with a total number of 350,000 trips in 2010 it keeps its 3rd place.
- The third highest growth results for the wellness holiday; the number of wellness trips nearly doubles; nevertheless, this kind of holiday still remains in 2nd place.
- The lowest growth (in percent) can be seen for the health care holiday; with a number of over 2 million trips in 2010, however, it still remains at the top according to the Munich researchers.

### Health center

The concept of the health centre comprises the following medical disciplines:

- **General practice**

basic examinations, laboratory tests, ECG,  
manual therapy, acupuncture

- **Internistic medicine**

priorities: rheumatology, diabetology, gastroenterology,  
cardiology, pneumology

- **Dermatology**

- **Surgery**

priorities: articulation surgery, hand- und foot surgery

- **Plastic surgery**

priorities: facelifting, mamma surgery, liposuction etc.

- **Ophthalmology**

all ambulant surgeries

- **Oto-rhino-laryngology**

all ambulant surgeries

- **Orthopaedics**

- **Psychosomatics**

as well as the facilities used in common

- **outpatient operation-facilities**

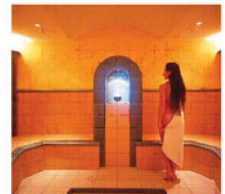
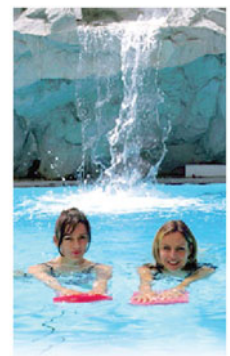
- **laboratory**

- **radiologic equipment**



### Wellness area

- **Physical therapy area**  
for medically prescribed therapies carried out by skilled medical personnel
- **Sauna area**  
tepidarium, sanarium, finnish sauna, aroma hot steam bath, rasul, hamam, serail.
- **Massage- and therapy area**  
classic- and special massages, aromatherapy, colortherapy, respiration therapy, ayurveda
- **Sports**  
gymnastics, yoga, aerobic, fitness
- **Pool area**  
pool, whirlpool, kneipp therapy, adventure showers
- **Bodycare**  
cosmetics, manicure, pedicure, solarium, hay bath
- **Other**  
rest areas, changing rooms, reception area with bistro, training room, offices



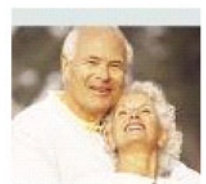
### Hotel

- **about 130 rooms**  
twin-bedded rooms, deluxe-rooms, junior-suites, suites
- **Gastronomy facilities**  
variable restaurant areas, beer bar, open-air terrace
- **Events**  
variable rooms for conference, banquet, seminars



### Senior living residence

- **60 one-room and/or two-room flats**
- **Library**
- **Cafeteria**
- **Clubrooms**



### Health centre

Besides providing medical care for patients from its direct vicinity the health centre is designed to offer its services and know-how to patients from all over Germany and Europe. That is why the Wedical concept is published in the international media and on the internet.

The responsible doctors have an above-average qualification in their individual specialties. The staff speak foreign languages and are also well-trained in medicine and IT.

Furthermore, the doctors are responsible for the treatments and the provision of medical care for the people from the senior living residence.

### Hotel und wellness area

First of all, the hotel offers accommodation, wellness features as well as a large number of gastronomic events to business travellers, tourists and the local people.

Furthermore these services are provided

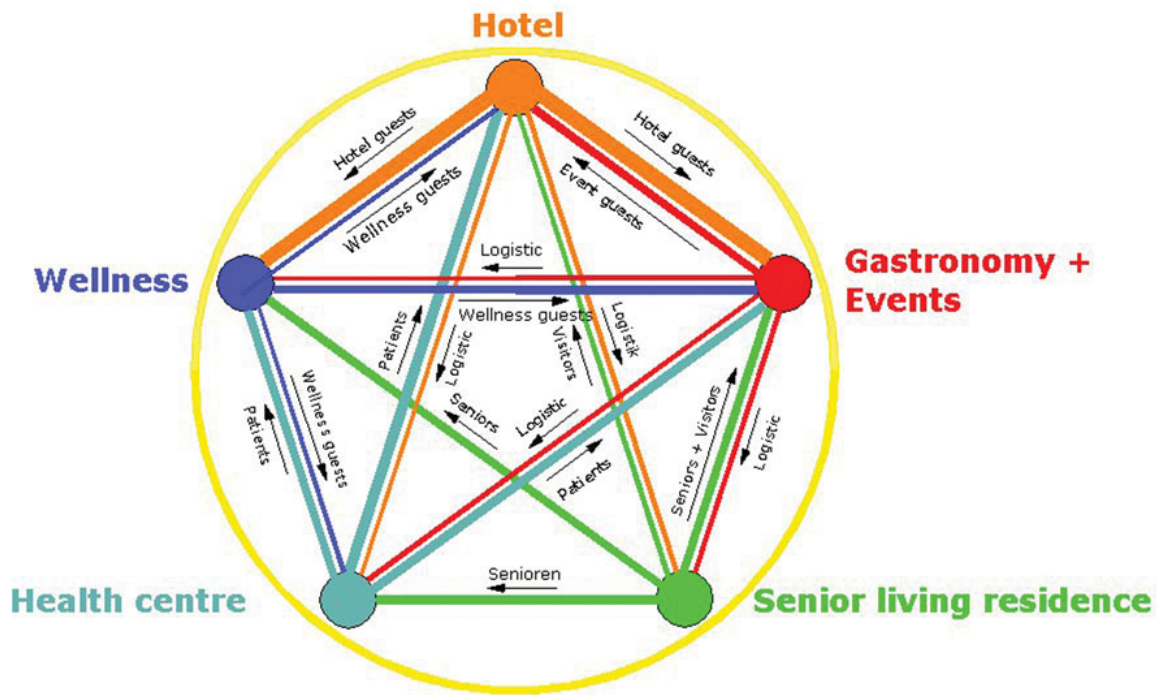
- to guests who use the touristic and medical-therapeutic wellness services defined in the Wedical concept as well as
- to patients of the health centre who recover within an aftercare treatment in those hotel areas especially provided for this purpose.
- and finally to the guests and visitors of the senior living residence.

### Senior living residence

To be mobile without any restrictions and not to depend on the help of others is the most important condition for a happy and satisfied life when getting older. Due to the increase in the average life expectancy, the individual old-age provisions get more and more at the centre of interest in our society. The Wedical concept meets all the requirements of the so-called "anti aging" trend and moreover offers adequate housing facilities with all conceivable comfort



Graphic representation of structures and relationships



The occupation and/or utilization of a senior living residence and of a health centre are connected with the necessity of medical care and nursing which are relatively permanently required.

The hotel as a typical service business, however, is subject to fluctuations regarding its occupation. With the operating costs remaining approximately constant, the profits vary as a function of the seasons.

The outpatients of the health centre as well the family members and guests of the people from the senior living residence provide a minimum occupation of the hotel rooms. With its already existing equipment the service department of the hotel takes care of the complete management and logistics of the health centre and the senior living residence.

In contrast to a “stand-alone” object a more constant utilization of the hotel facilities can be guaranteed thanks to this symbiosis.

The number and type of the individual medical fields, the outpatient operation facilities as well as the connection with the hotel make this facility a outpatients’ clinic with a comprehensive and sophisticated offer of health care and wellness services.

Just like a hospital the health centre has a central reception area that on agreement with the doctors takes care of the admission of the patients, their orientation in the centre as well as of accounting. That’s why the individual practices do not need the related personnel and waiting rooms. The doctors and the personnel can thus completely concentrate on the treatment of their patients.

Taking into account the current state of the health policy the patient target group are first of all self-payers who want to benefit from the services of a health and wellness park and take advantage of the connected touristic, wellness and medical opportunities in their leisure time.

Since only self-payers are admitted the number of patients can be planned. The target group will use the medical part exclusively for the treatment of elective i.e. planable diagnostics and operations. Emergency treatments of this target group will be the exception.

The named target group will be provided with facilities with a very nice ambience which can be used appropriately as well as with well-trained and competent personnel. Consequent further development of the linkage of the Medical with the external touristic offers is promoted.

A comparison of the construction costs with the operating costs shows that for conventional buildings the operating costs (without maintenance) are four times as high as the original construction costs for the time of utilization (based on the energy price index of 2001). Due to further increasing energy prices this relationship might have risen in the meantime without an end of further price increases being in sight at the moment.

It therefore makes sense to invest the capital in advanced and sophisticated building technology rather than becoming dependent on hardly calculable energy prices. That's why the buildings are developed and built according to the "passive house standard". As far as technically possible, the energy potentials existing in the environment are used through:

- heat-production by solar-insolation of the buildings
- solar collectors
- surface-near geothermal energy (heat-pumps, geothermal stores)
- heat recovery/air-heat-pumps (waste heat from devices/inhabitants/staff/lamps)

The geothermal technology is also used for cooling the buildings and/or individual areas.

The entire thermal potential outside and inside the buildings is consequently used to cover the thermal energy needed for nearly the whole year.

The rest of energy needed amounts to about 1 litre of fuel oil per square meter and year. Taking advantage of all available subsidies the "passive house standard" results in considerable cost savings compared to conventional construction methods.

In the beginning a photovoltaic system is used to feed the generated electrical power into the mains (German electrical energy feeding law). The consumption of the power produced by the Wedical itself makes sense only after the end of subsidization.

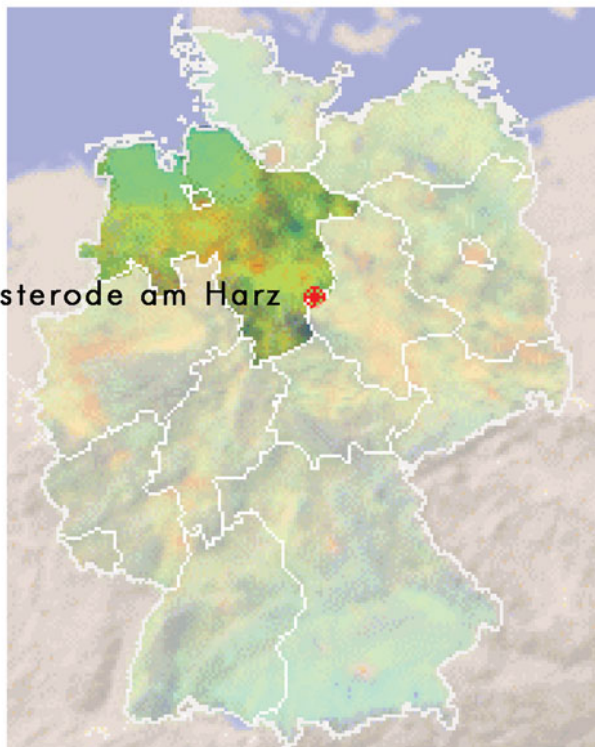
All buildings are equipped with a stand-by power supply unit via a central emergency power supply system. The additional interruption-free power supply for the computers, telephone equipment and life-preserving medical devices in the health centre is guaranteed by a battery system which is fed from the photovoltaic system.



## 2. The realization



Location Osterode am Harz





**Osterode**, a district principal town with about 27,400 inhabitants. 14,460 of them live downtown. The municipal is about 10,300 ha; an area of 5,750 ha is still used agriculturally today. Osterode ist surrounded by 2,400 ha. of woodland



The city is located in the middle of Germany in the south of Lower Saxony, at the south-west border of the Harz mountains. It is the starting point for touristic activities in the National-Park Harz and is of high value in terms of leisure-time.



The city center with many historic half-timberd houses offers a lot of attractions for vacationers as well as for its citizens.



It has a big pedestrian zone with numerous cafes, shops, restaurants, etc..



## Traffic connections

By car: Osterode is easy to reach via the A 7 motorway and the highway-like B 243.

By train: Osterode has two stations (the main station and the station "Osterode Süd") with train connections in the direction of Seesen-Herzberg-Nordheim.

By plane: The international airport of Hanover is about 100 km away and can be reached within just 1.5 h.



### Economy

With its approximately 28,000 inhabitants the district principal town of Osterode is very important for the Harz border region as a medium centre. Its infrastructure has been considerably improved during the recent years so that Osterode has become the most important place for schools and the cultural centre of the district.

Moreover, Osterode has provided developed building land and thus taken measures for future house building activities.

The economic structure of the Osterode region is characterized by a very long industrial tradition. Already in the 19th century Osterode was one of the most industrialized areas of the Kingdom of Hanover. Today more than 50 percent of the people work in production with the field of electrical engineering being most important. In addition, numerous companies from different technical fields manufacture important products.



### Tourism

**Osterode** is situated in the fantastic scenery of the beautiful valleys of the Harz mountains and is therefore a highly attractive and varied touristic region. The cure and tourism business is the second important basis of Osterode's economy.

The biggest number of the overnight stays results from families, wellness and relaxation tourists as well as from culture fans.

Every year about 20,000 guests are attracted by the high leisure time and recovery potential of the landscape with its forests and lakes, by the large number of different cultural sights as well as by the many events, various sports, cure and culture facilities



## Hotels in Osterode

The hotels are mainly located in and around the city centre.

The 13 hotels which all run and marketed privately offer approximately 170 beds.

Especially the companies operating on an international basis have been missing the possibility to offer appropriate accommodation to their clients in Osterode for a long time.

Hotels with an adequate standard are currently the „Revita“ in Bad Lauterberg (35 km) and the „Romantischer Winkel“ in Bad Sachsa (33 km).





## The location

The property is situated above the city of Osterode in northern direction, about 1 km from the city centre next to the Bremke valley.

From here you have a wonderful view westward of the foothills of the Harz mountains and eastward into the Bremke valley as well as of the Harz itself.

The size of the property available amounts to approximately 25,000 m<sup>2</sup>.



From south to north, the buildings are grouped along the public street „Steiler Ackerweg“ as represented in the following general plan:



The project property extends west of the street "Steiler Ackerweg". Here the 3 building complexes, i.e. the hotel, health centre and senior living residence will be erected. All buildings have 3 floors and a basement. Because of the hillside situation, the basements are at ground level on the westside. All buildings are connected with each other on the basement level by corridors. The terrain slopes to all sides, so that you have a marvellous view of the region from everywhere.



The hotel supplemented by the wellness functions represents the constructive and the economic centre of this project.

Therefore, the concept of the hotel is presented in detail taking into account the planning and economic points of view.

Building structures:

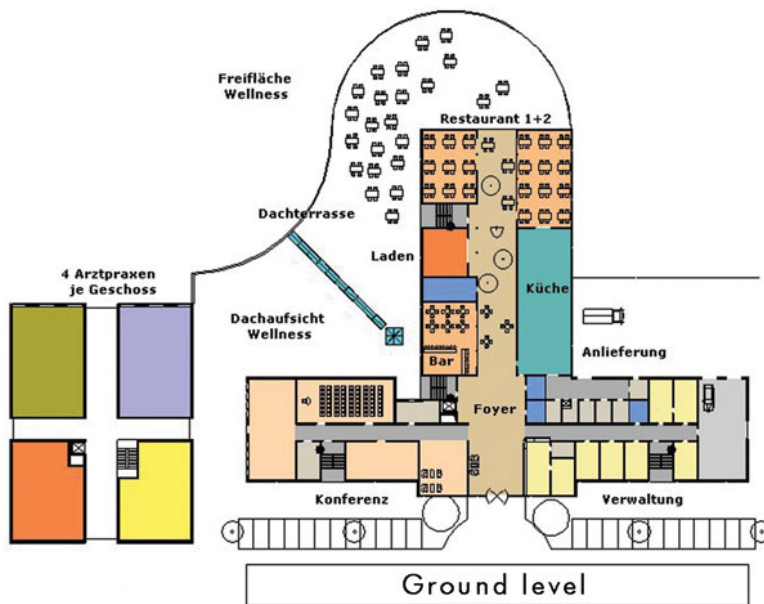
The courtyard which is open over all 3 floors represents the centre of the hotel. On the ground floor the gastronomy area with its restaurants and the bar extends into a plaza which can be experienced in very many and multifarious ways. The completely glazed facade of the courtyard offers the visitor an extraordinary view of the Harz foothills. A direct indoor connection corridor to the southbound health centre is available on the first floor.



The continuous glass roof above the 3rd floor connects the entrance area with the courtyard; the open lounge areas on the individual hotel floors ensure a complete view across the whole facility.

The spacious terraces of the gastronomy area offer an unforgettable view of Osterode and the foothills of the Harz





**Ground level hotel:**

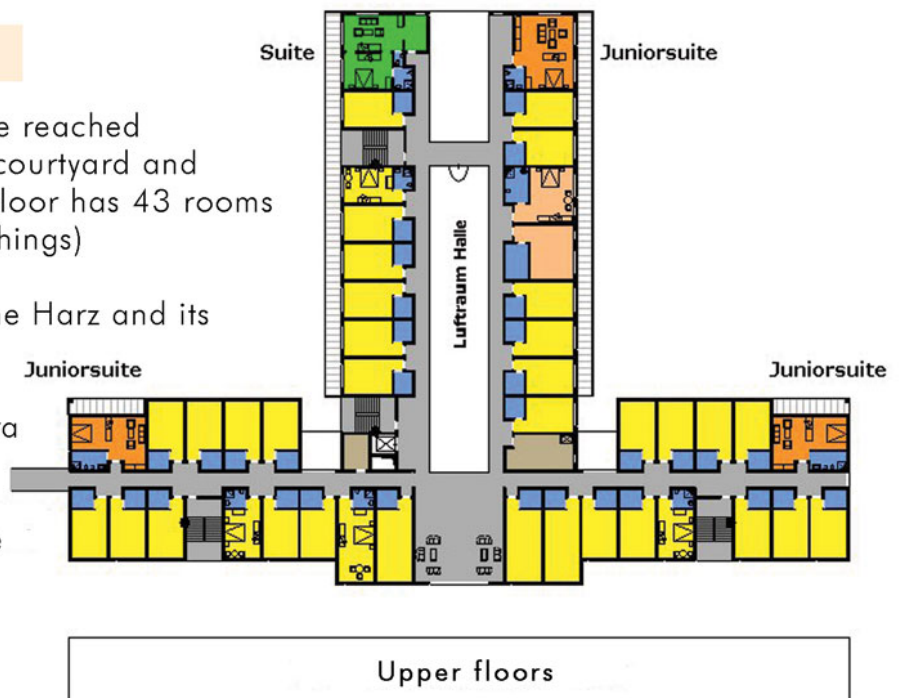
The restaurants with kitchen, the bar, the conference area as well as the administrative areas are on the ground floor. The courtyard is in the center. The area above the wellness-center in front of the restaurants offers a spacious roof terrace with view to the surroundings.

**Upper floors hotel:**

The lateral corridors can be reached via a glass elevator in the courtyard and connecting bridges; every floor has 43 rooms (of different size and furnishings)

All rooms have a view of the Harz and its foothills.

A central room with an extra service lift, connecting the floors directly with the logistics facility is available for the service staff.



**Basement**

The basement offers accommodation for the necessary technical and house-keeping facilities of the hotel. The wellness centre whose rest and recovery areas open spacio-  
sly to the city can be found at the southwest side of the building.



- 3-storey building with plant-covered low roof
- gross storey area: 3,450 m<sup>2</sup>
- cubic contents: 12,075 m<sup>3</sup>
  
- Central reception- and administration area at the entrance level
  
- 9 doctors offices: 170 to 210 m<sup>2</sup>
- operation area: 210 m<sup>2</sup>
- radiology area: 210 m<sup>2</sup>
- laboratory: 170 m<sup>2</sup>

The physical therapy area with a size of 200 m<sup>2</sup> is directly connected with the basement of the hotel complex with direct access to the wellness area with further treatment possibilities.

The operation and surgery area is directly connected with the recovery rooms in the hotel.

- 5-storey building with span roof
- gross storey area: 12,900 m<sup>2</sup>
- cubic contents: 42,600 m<sup>3</sup>

- **130 hotel rooms**

thereof:

- 100 twin-bedded rooms, 26 m<sup>2</sup>
- 12 deluxe-rooms, 35 m<sup>2</sup>
- 6 twin-bedded rooms, equipped for handicapped people, 40 m<sup>2</sup>
- 9 junior-suites, 50 m<sup>2</sup>
- 3 suites, 60 m<sup>2</sup>
  
- **2 restaurants** with a total of 250 m<sup>2</sup>, open air terrace up to 400 m<sup>2</sup>
  
- variable restaurant and event areas in the central courtyard
  
- beer bar (105 m<sup>2</sup>) and open air terrace with barbecue
  
- partible event and conference rooms on 400 m<sup>2</sup>
  
- **wellness centre** with 3.000 m<sup>2</sup>

Moreover, the administration, staff, kitchen and storage are accommodated on the ground floor and the basement.



- 4-level storey with shed roof and plant-covered low roof
- gross storey area: 4,000 m<sup>2</sup>
- cubic contents: 12,000 m<sup>3</sup>
  
- **60 units**  
    thereof:
  - 20 one-room apartments
  - 30 two-room appartements
  - 10 care rooms
  
  - lounges and event areas
  - nursing service
  - pharmacy
  - connection to the hotel and wellness-center

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