



## ORGANIZATION

**MOFFITT CANCER CENTER**

## INDUSTRY

**HEALTHCARE**

## LOCATION

**TAMPA, FL**

## PROJECT

**SPEROS MEDICAL CAMPUS**



## CASE STUDY

### **Integrative Analytics Empowers Moffitt Cancer Center with Dynamic Financial Forecasting Solutions for Speros FL**

**Background:** Speros “Speros” is a derivative of the Latin verb “sperare,” which means “to hope.” Hope is the driving force behind Moffitt Cancer Center’s mission, and the cancer center will be spreading hope to more patients when it brings its personalized oncology and leading research to its largest expansion yet: SPEROS Florida in Pasco County. Moffitt broke ground on the 775-acre medical city in January 2023, kicking off construction of the first 75 acres of development named the W.E. Simpson Concourse for Cures. Roads and infrastructure are underway for the first phase of development, which will include a Moffitt-owned 100,000-square-foot clinic with a state-of-the-art proton therapy center and a cutting-edge research center. Approximately a 25-minute drive from Tampa International Airport and adjacent to the Suncoast Parkway, Speros FL will enhance access to care, research, clinical trials, academic training and medical tourism.

The research center will have offices and wet and dry lab space. Moffitt is in negotiations to build a cold-temperature biorepository and a data center. A large number of core research programs will be moving to the campus, including Machine Learning, Bioengineering and Cell Therapies. FI, the massive campus that will be anchored by Moffitt Cancer Center, broke ground earlier in 2023. Speros will be the global innovation center for science, technology and health care in Pasco County. When complete, the nearly 800-acre campus will be the home to 140 buildings with 16 million square feet of lab, manufacturing and clinical space, with 85 percent of space available for development by private businesses.

**Challenge:** Moffitt Cancer Center faced the challenge of effectively managing financial data and projecting future revenue and expenses for the Speros Project. This complex undertaking required a comprehensive financial model that could incorporate various assumptions and scenarios while providing detailed insights into real estate investments and debt servicing. In response, Integrative Analytics, as a trusted management consulting firm specializing in advanced analytics and financial modeling, was brought in to address the team’s challenges. Leveraging our expertise, Integrative

Analytics partnered with SPEROS to develop a tailored Excel-Based Enterprise Working Model (EWM) for the project, capable of providing detailed, user-input-driven projection scenarios, along with related analyses and illustrative reports.

**Providing Analyses:** The EWM developed by Integrative Analytics included dynamic cash flow pro forma tables, allowing stakeholders to input growth rates and contribution assumptions for total enterprise revenues, operating and development expenses, and capital expenditures from FY23 to FY42. A comprehensive real estate assumptions tab enabled detailed calculations of inflows, internal rates of return, and net present values for real estate projects across multiple phases. These analytical tools provided SPEROS with accurate financial forecasting capabilities and a clear understanding of financial implications under different scenarios. Sensitivity analysis tools further enhanced the model, allowing stakeholders to assess the impact of variable changes such as discount rates and land appreciation rates on project outcomes.

**Providing Scenarios:** The EWM Integrative Analytics integrated interactive land use projection tables into the EWM, which highlighted estimated acreage by project category based on user inputs. These tables facilitated scenario planning, enabling SPEROS to explore various development options and visualize potential impacts on land use and project feasibility. Users could adjust parameters like land appreciation rates, lease rates, and escalation features to generate multiple scenarios, ensuring robust decision-making and strategic planning.

**Results:** The Integrative Analytics' collaboration with SPEROS resulted in the development of a powerful and intuitive Excel-Based Enterprise Working Model. The solution empowered the team with robust analytical capabilities, facilitating enhanced financial management and strategic decision-making. By providing accurate analyses, comprehensive scenario planning tools, and insightful reports, Integrative Analytics enabled SPEROS to navigate the complexities of financial planning effectively, contributing to the project's success and sustainability.