



INSIDE:

Conference Sessions

Conference Schedule

Workshops

Exhibitors

Facility Tours

Special Events

Travel

Registration Information



THIS IS YOUR SYMPOSIUM.

**24TH
ANNUAL**



The Defining Event for the Entire Team Who Designs, Plans, Constructs and Manages Healthcare Facilities



PRE-CONFERENCE:
September 19, 2011

CONFERENCE:
September 20-22, 2011

EXHIBITS:
September 20-21, 2011

Navy Pier, Chicago, IL

EARN UP TO 16 CEUs



Get your money's worth,
or get your money back!
See page 15 for details.

**Over 70 Conference Sessions | Over 170 Speakers
Over 200 Exhibits | Networking Events | Facility Tours
Discussion Forums | Interactive Workshops**

The Defining Event for the Entire Team Who Designs,



PRE-CONFERENCE:
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Navy Pier, Chicago, IL

The Healthcare Facilities Symposium & Expo, now in its 24th year, is the original event that brings together the entire team who designs, plans, constructs and manages healthcare facilities.

The Symposium is the forum where leaders share ideas on healthcare delivery improvement and how the physical space directly impacts the staff, patients and their families. Discover and explore ideas, practices, products and solutions that improve current and future healthcare facilities.

See the complete event schedule on pages 8-9.

The Symposium Board works together to certify that educational sessions, special features and programs all provide the most relevant information and reflect the trends and issues of the healthcare design, construction and management.

MASTER OF CEREMONIES

George Pressler

Corporate Vice President,
Executive Director Institutional
Planning
TTG-PDR

SPECIAL ADVISOR

Wayne Ruga, PhD, AIA, FIIDA, Hon. FASID

Founder and President
The CARITAS Project

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System

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Director of Business
Development - Healthcare
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David Chambers

Director Healthcare Facility
Research
Rice University

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Market Leader
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Bruce Komiske, FACHE

Chief, New Hospital Design and
Construction
Children's Memorial Hospital

Sarah Langjahr, AIA

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Bruce Raber

Vice President, Practice Leader
Healthcare
Stantec Architecture

Randy Regier, AIA, ACHA

President
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Cathy Richter

Associate Principal
Perkins + Will

Jim Rossmeyssl

Senior Executive Vice
President
The Boldt Company

Rosalyn Ryan, LEED AP, ACHE, HFMA, EDAC

CEO
DQI Healthcare, Inc.

Tom Sicinski

Senior Vice President
of Operations
Berglund Construction

Ari Tinkoff, PE

Principal
exp Inc.

Vladislav Torskiy, AIA, AEA

Vice President, Healthcare
HOK

Mark T. Weiner, CSI

New England Architectural &
Industrial Account Executive
The Sherwin-Williams
Company

Plans, Constructs and Manages Healthcare Facilities.

The Symposium has educational sessions for every member of your team—below is just a small sample of what we offer:

ARCHITECTS & PLANNERS

- Project Success: Linking Operational Design with Architectural Planning
- Strategic Facility Planning One Hospital's Response to Healthcare Reform
- Dig, Plant, Heal: Chicago Avenue and Archeworks Therapeutic Gardens

CONSTRUCTION PROFESSIONALS AND ENGINEERS

- How Do You Deal with a Prolonged Delay of a Hospital Construction Project?
- "When I'm 64:" Guidelines Regulations and Requirements
- An Approach to Sustainability for Healthcare Facilities

FACILITY MANAGERS

- Energy Conservation Measures Can Yield Big Savings
- EHR's Impact on Nursing Care and the Patient
- Understanding Licensure and Certification Review and Inspection Processes

HEALTHCARE OWNERS

- Health System Rebrand: Stories from the Trenches
- Healthcare Reform: America's Future—Truth, Lies & Painfully Simple Solutions
- Controlling Hospital Energy Use Through Retrocommissioning

INTERIOR DESIGNERS

- Integrated Design Approach Creates Cohesive Nature Theme at TriPoint Medical Center
- Kids and Cars: Combining Incongruous Amenities on an Urban Medical Campus
- Hospitality Meets Healthcare: Redefining the patient to guest experience

PLUS there are countless Case Studies being presented by entire design teams featuring facilities such as the Bakersfield Heart Hospital, the Vietnamese American International Hospital, the Aspirus Women's Health Birthing Center, Scripps Health and more!

See pages 5-12 for more and be sure to visit www.hcarefacilities.com for the complete list and full descriptions. We have something for all the members of your team.

HFSE offers group discounts for organizations and design teams.

Contact Linda Keller at 631-725-8645 for details on groups of 3 or more—you can save up to 50%!

Thank you to the following for the photos used in this brochure:

- Aesthetics, Inc.
- Children's Hospital and Clinics of Minnesota
- Oak Street Design
- University Medical Center
- Waterford Health Park, Ireland

Earn up to 16 Continuing Education Units from these HFSE Partners:



USGBC Education Provider:
Healthcare Facilities Symposium & Expo is a USGBC Education Provider and attendees can earn up to 16 GBCI CE hours at the 2011 event.



Interior Designers:
IDCEC recognizes the Healthcare Facilities Symposium & Expo sessions as qualifying for continuing education credits. Each hour of educational content is equal to 0.1 CEU. For credit, obtain a form at the Information Desk onsite at the event, have your session(s) stamped by a room monitor as you leave each session and mail it to the address specified on the form.



Architects:
The Symposium is an AIA Registered Provider. Attendees may earn 1 Learning Unit per educational hour. For credit: Obtain a CEU form at the Information Desk onsite at the event. Keep track of the sessions you attend and turn in your form at the information desk at the end of the show.

At least 50% of the 2011 program will qualify for Health, Safety and Welfare (HSW) credits. That means that you can get all 8 of your HSW credits for the year at the Healthcare Facilities Symposium & Expo!!

PLEASE NOTE: Attendees may earn 16 continuing education units by attending one conference session in every time bank offered and a facility tour. Attendees who also register and attend the pre-conference work shop will earn an additional four continuing education units.



Pre-Event Workshop

Monday, September 19, 2011 • 9:30 AM – 5:30 PM

Leadership Vision Summit: “A Place to Flourish”—Improving Lives, Organizations, and Communities Through Design of the Environment

A one-day, practical, hands-on resource for health, healthcare, and design industry leaders—by leaders—to learn about a new approach to designing the environment: a pioneering method that has demonstrated its potential to make dramatic improvements without, necessarily, the burden of large capital expenditures. Meet the pioneering leaders who will share their successes, learn from these leaders how to replicate these improvements within your own local context, discover how you will apply this approach to your own challenges within a supportive workshop setting, and network with your peers. **NOTE: Participation in this workshop requires an additional fee.**

Sally Augustin, Principal, Design With Science
Tama Duffy Day, FASID, FIIDA, LEED AP, Principal and National Interior Design Healthcare Practice Leader, Perkins+Will
Heather Fennimore, President of the Americas, Humanscale
Bruce Komiske, Chief - New Hospital Design and Construction, Childrens Memorial Hospital
James Lesslie, President, BOLYU Contract
Robert N. Mayer Ph.D., Co-Founder, Hulda B. and Maurice L. Rothschild Foundation
Susan E. Mazer, President/CEO, Healing HealthCare Systems, Inc.
BJ Miller, ASID, CCIM, President, The Vision Group Studios, LLC
George Pressler, ACHA, FHF, AIA, Corporate Vice

President, Executive Director Institutional Planning, TTG-PDR
Bruce Raber, MAIBC, MRAIC, AAA, SAA, MAA, OAA, NSAA, NWTAA, AIA Associate, LEED AP, EDAC, Vice President, Practice Leader for Healthcare, Stantec Architecture
Annette Ridenour, President & CEO, Aesthetics Inc
Dr. Mark Rowe, Rowe Creavin Medical Practice
Wayne Ruga, PhD, AIA, FIIDA, Hon. FASID, Founder and President, The CARITAS Project
Marc Sauvé MBA, Senior Healthcare Strategist, Gresham Smith & Partners
Dallas Smith, Executive Vice President, Co-Founder, Healing HealthCare Systems
Susan S. Szenasy, Editor in Chief, Metropolis Magazine

Discussion Forums

Join us as we break out of traditional lecture sessions for interactive discussion forums. These sessions will be led by industry experts and give attendees the opportunity to participate in a lively dialogue on some important topics facing our industry today.

Wednesday, Sept. 21, 2011 • 8:00 AM – 9:00 AM

Lost in Translation: Communicating With Your Architect

Are you starting a key clinical design project for the first time? Fearful that your lack of training in design or construction will lead to a less than successful project? Would you like to learn the key to communicating with the professionals you will work with to produce the results you expect? This session is aimed at non-architects who want to better understand the process of designing a healthcare facility or improve the process they are already engaged in.

Judy McGlinchy AIA LEED A.P., Senior Associate, Bostwick Design Partnership
Michael Zambo AIA ACHA EDAC, Principal, Bostwick Design Partnership

Wednesday, Sept. 21, 2011 • 11:00 AM - 12:00 PM

The Request For Proposal—Is It Real? If It Is, How to Respond

Explore the issues for discovery prior to designing an RFP response and how to integrate that intelligence into the response. Involve your references in response preparation. Assess the competition's deficiencies and address obliquely—“Our firm takes special care to prevent...” If your go/no go says “go”, then go fast. Assemble the team that will construct the response—research, narratives, selection of consultants and in-house project team, graphics, and binding/delivery.

Nick Devenney, AIA, ACHA, Founder, Devenney Group, Ltd., DGL

Wednesday, Sept. 21, 2011 • 1:30 PM - 3:00 PM

Is Your Facility Ready for a Technology Upgrade?

The speed at which healthcare technology improves and changes is increasing almost every day, but most facilities cannot handle that fast turnover. A good technology strategy can simplify the process of updating healthcare technology, reducing construction costs, and avoiding common networking headaches. This forum will discuss the strategies used to keep a facility ready to implement the next great new upgrade.

Grant Ramsay, Principal, Director of Technology Design, exp. Inc

Wednesday, Sept. 21, 2011 • 4:15 PM - 5:15 PM

An Approach to Sustainability for Healthcare Facilities

This introductory session will provide an overview of the importance of incorporating sustainable strategies for healthcare facilities. Attendees will be introduced to three different scales of importance. The session identifies the drivers to create the LEED for Healthcare: New Construction and Major Renovations focusing on the importance of integrated project delivery.

Michelle Cottrell, VP and Director of Education, Green Education Services

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Longwave Workshop™

Tuesday, September 20, 2011 • 10:0 AM – 4:30 PM

Accelerating the Future

This workshop brings together leading experts from both healthcare and other industries, harnessing creativity to employ standardized, configurable construction methods and integrated technology systems to improve operational effectiveness. We're engaging leaders from other industries to apply approaches others have taken to solve similar problems, promoting creative visualization of solutions outside our current limitations.

Join multi-disciplinary leaders from industry to take charge of our destiny, bringing needed change where it counts most...the ability to offer increased access to higher quality care at a cost that is affordable and sustainable.

Be a part of the solution. Be a part of the future.

This workshop is presented by members of LongWave Group, representative of such fine companies as:

- Bahr Architects • Devenney Group • Integrated Medical Systems • Symphony LLC
- ConXTech • Dupont • Pratt Design Studios • Ted Jacobs Engineering

And is supported by:

- University Research Institute (URI) • Healthcare Facilities Symposium & Expo

NOTE: Participation in this workshop requires an additional fee.



Tuesday, Sept. 20, 2011

10:00 AM - 11:00 AM

How Does Generative Space Make a Difference?

GS

The concepts of generative space and designing places where people can flourish are great, but what are real world impacts? Explore through feedback and presentations from end users how the concepts and application of generative space have made meaningful improvements in their quality of life.

Heather Fennimore, President, North America, Humanscale

Bryon Graulich, ATC, PTA, CEES, Ergonomic Coordinator, St Joseph Hospital

James Lesslie, President, BOLYU Contract

Creating a Patient Centric Digital Hospital Through Collaboration

The digital hospital breaks down barriers by connecting technologies together to facilitate patient-centric care. This session will focus on developing a collaborative team between IT and facilities, and creating a framework for finding creative solutions. A case study of NYU Langone Medical Center will show the results in establishing a roadmap to a robust network infrastructure, data center and data recovery strategy within challenging physical constraints of the campus.

Tom Leonidas Jr., PE, Vice President, Healthcare Practice Leader, Sparling

Furley Lumpkin, Director of IT/Facilities Planning, NYU Langone Medical Center

Engaging the City of Chicago in Designing a Children's Hospital

Learn how Lurie Children's Hospital of Chicago engaged over twenty cultural icons of the city in the design of this 1.25 million square foot children's hospital, opening in June of 2012. From the minute you walk into the lobby and see a 30 foot whale and her calf—and a real fire truck on the 12th floor—you will realize that the healing environments in this new facility are not your typical approach to interior design. *The tour of Children's will take place on Thursday and requires separate registration.*

Tom Flynn, Director of Development, Childrens Memorial Hospital

Bruce Komiske, Chief - New Hospital Design and Construction, Childrens Memorial Hospital Lisa Mulvenany, Coordinator Creative Arts Program, Children's Memorial Hospital

Re-Inventing The Acuity Adaptable Room/Unit: This is How We Made it Work

The Geisinger Medical Center Master Plan in 2006 yielded a desired operational model that utilized an Acuity Adaptable patient room and unit. We were collectively challenged to understand what made the universal care model fail and if it was possible for us to design, operationalize and have it succeed at Geisinger Medical Center. We will describe the difficult early decision of selecting the Acuity Adaptable model for Geisinger's 120-patient rooms and how the architects, clinicians and administrators engineered the new operational flow and service culture. We will present the decision-making matrix, operational design

criteria (FTE, ALOS), plan development and results of the 1-year post-occupancy report.

Kate Fleetwood, MHSA, SSBB, Project Manager, Administration, Geisinger Medical Center

Natalie Miovski, AIA, LEED AP, Healthcare Principal, EwingCole Architects

"When I'm 64." Guidelines Regulations and Requirements

With 64 years of history, we cover the key changes in the 2010 FGI Guidelines for Design and Construction of Health Care Facilities; Integration with JCAHO Performance measures and Department of Public Health. What are the trends in clinical practice, models of care, where the guidelines and codes don't match up? The panel will outline specific challenges, strategic and pragmatic approaches to the conflict.

Paula Buick RN, Director of Healthcare Planning, Payette

Susan Cronin-Jenkins RN, Senior Clinical Project Manager, Partners Real Estate and Facilities/MGH

EHR's Impact on Nursing Care and the Patient

From medication management systems to patient monitoring, telemetry, infusion and ventilator monitoring—to the "smart bed" itself—technologies of all kinds have become the "tools of the trade" in healthcare. New government regulations require implementation of the "meaningful use" of Electronic Health Records (EHR) for all US hospitals by 2015, or face reduced reimbursement. Based on real-life examples, this session will discuss the process required for effective EHR implementation—both for new and existing facilities.

Vicki Bechet, BSN, RNC, Project Manager, Gene Burton & Associates

Terry Miller, B.S., E.E., EVP and COO, Gene Burton & Associates

Redevelopment by Collaborative Design: Improve, Leverage, Simplify!

The challenges are familiar: facilities built to mid-century standards, nearing the end-of-service life and growth resulting in sprawl, multiple entrances, visual disparities, and disjointed circulation. Is effective redevelopment possible? Improve, leverage, and simplify!

The \$163 million redevelopment of Cleveland Clinic's Hillcrest Hospital demonstrates how an integrated team and collaborative design approach transformed an existing armature to expand capacity, plan for the future, and re-image the environment for patients, staff and community.

Philip Kerber, Project Manager, Whiting-Turner Contracting Company

Mark Kury, Senior Vice President, Owner's Representative, Balfour Concord

Philip LiBassi, AIA, ACHA, Principal, Westlake Reed Leskosky

James Senick, Administrative Director of Support Services and Construction, Cleveland Clinic Hillcrest Hospital

Collaborative Approaches to Innovative Seismic Upgrades in Hospitals

Scripps Memorial Hospital required architectural and engineering services to comply with Senate Bill 1953 and the 2007 California Building Code. The Office of Statewide Health Planning and Development (OSHPD)

required the use of a modified version of the, FEMA developed HAZUS program, Advanced Engineering Building Module. A collapse-risk score was then calculated from building data which included: construction materials, building codes, selected structural deficiencies and structural systems.

Edmond Gharibans, P.E., S.E., President, Structural, TMAD TAYLOR & GAINES

Bruce Rainey, MHA, Vice President, Facilities Design and Construction, Scripps Health

11:15 AM - 12:30 PM

The Power of Design Build

Healthcare design and construction is a high risk venture. Programs and budgets are often three to four years old before bids are received. Value Engineering to get projects back into budget is a common exercise. Most hospital construction runs late and over budget. This is a business sector known for complaints about permitting and last minute Owner changes. Learn how to break this viscous cycle.

Pat Nemeth, VP Facilities Management & Development, Sharp HealthCare

Cultivating a More Generative Space: Designing the Auditory and Visual Experience for Health

GS

Music and caring conversations, noise and distractions, melodies and rhythms, skies and mountains; each of these dyads are about stimulation and perception, using the sensory interface that defines of place and space. This presentation will consider music and nature, sounds and sights, as they help patients navigate into generative recovery in practice as well as theory. Music is hardly generic and visual images are hardly neutral. They either inspire or distract. The kinds of sensory experiences that help individuals flourish are those that also help them recover.

Susan Mazer, President/CEO, Healing HealthCare Systems, Inc.

Dallas Smith, Executive Vice President, Co-Founder, Healing HealthCare Systems

Joseph Wasserman, former President/CEO of Lakeland Regional Health Systems, Consultant and Director for Lakeland Healthcare

Cancer Design from an International Cultural and Operational Perspective

Many are familiar with the current trends of cancer care delivery and design. The trends that influence the design of cancer treatment and research facilities are often shaped by a different set of clinical trends and cultural challenges in international settings. Supported by research and case study examples, this presentation blends the topics of the future of cancer care design and the development of sensitive patient, family and staff environments with the impact of clinical trends, inter-professional teamwork, infection control objectives, philanthropy and cancer technology trends.

Sarah Downey, Vice President, Princess Margaret Hospital University Health Network

Douglas Strout AIA, LEED AP Principal, Director of Healthcare, Kaplan McLaughlin Diaz

GS = Generative Space session



Innovations in ICU Infection Control, Connectivity, and Lab Testing

Opening with a national overview of critical care, we will explore the three contemporary issues of innovative approaches to infection control (IC), connectivity with a focus on designing the electronic record in the ICU, and point of care testing. You will understand the spectrum of ICU activity in the US, evaluate advanced approaches to promote infection control in the ICU room, understand how devices and providers are associated together to promote the electronic ICU flow sheet and learn about point of care testing in the ICU.

Neil Halpern, Chief Critical Care Medicine, Memorial Sloan-Kettering Cancer Center

11:15 AM - 12:30 PM

How Do You Deal with a Prolonged Delay of a Hospital Construction Project?

With the challenging economy of the past four years, many design and construction projects are on hold due to the changing capital markets. This situation presents unique problems for hospital and healthcare executives. This session teaches how to deal with a prolonged delay of a hospital construction project and it answers the tough questions: what should hospitals do to maintain a competitive advantage and how do you restart a project after a lengthy delay?

Anthony Barton, Senior Project Manager, Gilbane

Raymond Grahe, Vice President, Finance, Meritus Medical Center

William W. Heun, AIA, Partner Mathei & Colin Associates

Strategic Facility Planning: One Hospital's Response to Healthcare Reform

One of the challenges of healthcare reform is to make the most of limited funds. This session will detail Lawrence & Memorial Hospital, New London, CT, which used an approach that integrated strategy, facilities, finance and operations. The result of this process was a collaborative dialogue with outside expertise and a diverse number of hospital and community constituents, a long range vision covering multiple sites, a new service line affiliation to grow market share, data driven decision making, an ability to prioritize demand focusing on "no regret moves," a balanced approach to capital allocation and finally a broad authorship of the final outcome.

David Deininger, AIA, LEED AP, Principal, TRO Jung|Brannen

Shraddha Patel, FACHE, Director of Business Development, Lawrence & Memorial

Hospitality Meets Healthcare: Redefining the Patient to Guest Experience

Hospitality design intertwined with healthcare architecture is not in itself new. Today, a new wave of facilities are coming online that takes this a step farther by thinking about the patient experience in a new light. This design approach views the patient as a guest first—a new implied personal contract. Patients are something to be processed, guests are to be treated, and

are with you a short while. This isn't about spending more money—it is a shift in perspective, altering outcomes. This session will focus on this new opportunity to advance healing environments by highlighting a newly opened facility, Ahuja Medical Center, where hospitality was infused into the healthcare environment.

Jim Benedict, President, Ahuja Medical Center

Shannon Kraus AIA, Senior Vice President, HKS

Pat Malick, Principal, Array HFS

Understanding Licensure and Certification Review and Inspection Processes

The session will provide useful information that can help the attendee better understand the constraints that the regulatory agencies are working under and their regulatory philosophy. The session will focus on practical tools and provide a working guideline for successfully negotiating the process from start to finish. Attendees will gain a better understanding of how to approach and deal with the State and Federal Agencies and achieve a smoother transition between project design, construction, and occupancy.

Enrique Unanue, Principal, Code Services, LLC

2:15 PM - 3:15 PM

Reinventing Place—Programming and Planning to Develop a More Generative Space



During this presentation, two outpatient clinics will be featured to illustrate the positive strategies and outcomes that are being achieved through the application of a new approach to facility programming and planning. Attend this session and learn how social space and physical space can be re-envisioned during the programming process, how conventional adjacencies and clinical planning diagrams were re-shaped to support and reinforce concepts more conducive to generative space and develop better understandings of the impact that this approach has had on the clients' and users' "sense of place."

Tama Duffy Day, FASID, FIIDA, LEED AP, Principal and National Interior Design Healthcare Practice Leader, Perkins+Will

2:15 PM - 3:15 PM (Part II: 3:30 PM - 4:30 PM)

ESSENTIAL ELEMENTS: The "Must Have" Informational Toolbox to Better Serve the Healthcare Market—Part I

Healthcare facilities program, planning, design, and construction are one of, if not the most, complex ever-changing building types. Two consecutive one-hour, power-packed sessions have been scheduled at the beginning of the Symposium to introduce new or lesser experienced professionals to the vocabulary and processes unique to the healthcare arena. Fast-paced, compact presentations by leaders in the industry will address new trends and necessary considerations in planning for the optimum in quality patient-care delivery environments. Topics range from Strategic Planning considerations, Evidenced-Based Design and Healing Environments to Medical Technology Equipment and Informatics. These

dynamic sessions will also include discussions from the Owner's Perspective to identify those deliverables that are most significant to the end-user and the C-Suite.

Susan Black, Principal and Director, Perkins Eastman Black Architects Inc

Orest Burdiak, Principal Interior Designer, Department of Veterans Affairs

Dan Cates, Director of Business Development - Healthcare, McCarthy Building Company

Deborah Groner D'Agostino FACHE, President, P4H, Inc.

Tony Freitas, Criterion Systems

Dave Kievet, Group President, California Operations, The Boldt Company

Ann McGauran, NCARB, MMHC, Senior Operations Engineer, Performance Improvement, Vanderbilt University Medical Center

George Pressler, ACHA, FHFI, AIA, Corporate Vice President, Executive Director Institutional Planning, TTG-PDR

Annette Valenta Ph.D., Professor and Associate Dean for Health Informatics and Technology, University of Illinois at Chicago

2:15 PM - 3:15 PM

Brownfield Industrial Site to Greenfield Biomedical Center

Carilion Clinic selected the team of AECOM and Skanska USA Building to completely redevelop an industrial brownfield site into a new, state-of-the-art biomedical complex in Roanoke, VA. With an investment of over \$166 million, this phased development to date includes the multi-specialty Carilion Riverside Clinic, a medical office building, a medical school and research institute, and a parking deck. Carilion Clinic obtained grants to develop a biomedical research complex within an abandoned industrial site located in the 100-year flood zone. Sustainable design principles were incorporated throughout the development. The session will outline the project history from abandoned industrial to present day biomedical.

Mike Brennan, SVP/Regional Design Principal, AECOM

Steve Garrett, SVP/Healthcare Market Director, AECOM

Curtis Mills, Senior Vice President, Carilion Clinic

Scott Rivenbark, Project Executive - Healthcare, Skanska USA Building Inc.

How to Reuse, Reinvent and Revitalize Healthcare?

This case study will follow the transformation of a hospital and highlight a mission to revitalize wellness within the community. We will demonstrate the importance of aligning an organization's strategic vision with the local community, design and construction team members. The presentation will highlight a joint venture which aligns the goals of a not-for-profit, faith based hospital with a for-profit physician's group to repurpose an existing 20+ year old hospital, into a premier orthopedic hospital in Southern California.

Issam Khalaf, Principal, Healthcare & Research, Jacobs Project Management Co.

Randy Regier, AIA, President, TAYLOR

Sanford Smith AIA, Senior Vice President: Real Estate, Facilities, Construction and Operations, Hoag Memorial Hospital Presbyterian



A Tale of Two Towers: A Comparative Study of BIM Technology

The Mather is a \$120 million, 600,000 square foot, new continuing care retirement community, comprised of two 11-story towers in downtown Evanston. The north 211-unit building was completed in 2010 without the benefit of BIM technology. The south 102-unit building will be completed in 2012 *with* the benefit of BIM technology. Given the similar scope, and identical design and construction teams, this project presents a unique opportunity to directly analyze the benefits of BIM technology. The session will focus on how BIM helped reduce the cost, expedite the schedule, improve quality, facilitate prefabrication, and enhance maintainability.

- Jim Curtin**, Principal, Solomon Cordwell Buenz
- Terry Graber**, Executive Vice President, Power Construction Company
- Jim Schrader**, BIM Manager, Power Construction Company
- Joe Zajdel**, Vice President of Business Development, Mather LifeWays

End of Life Care: Study of Palliative and Hospice House Environments

How can a healthcare system help patients and their families with end of life care? Continuum of care solutions provided through Palliative Care medicine and the rise of Hospice House Residences is one way. Learn about this unique service line, the regulatory requirements that have jurisdiction and how freestanding hospice residences differ from those in the traditional hospital settings and why patients transfer to hospice residences.

- Timothy Gregg AIA, ACHA**, Principal, Director of Healthcare, Proteus Group
- Kathleen Gunderson**, Vice President for Network Ancillary Services, Alexian Brothers Hospital Network
- Mary Ann Magnifico**, Corporate VP of Construction and Facilities, Alexian Brothers Health System

New Approaches, Extraordinary Results: The Swedish Issaquah Case Study

An aggressive 48-month estimated schedule for the new five-level, greenfield Swedish Hospital & Medical Center was completed in 33 months—the result of extraordinary integrated project delivery efforts by the architect, contractor and consultants. This session offers perspectives from the project team to discuss how the IPD process made fast-track scheduling a success and how working collaboratively helped solve the client's goals for energy efficiency. When completed, it will be one of the most energy efficient hospitals in the nation.

- Phil Giuntoli**, Principal, Healthcare Practice Leader, CollinsWoerman
- Todd Lee**, Executive Vice President/Senior Vice President, Sellen Construction
- John Milne MD, MBA, FACEP**, Medical Director for Strategic Development, Swedish Medical Center
- Eric Oliner**, Managing Director, Hammes Company

Strategies for Managing Design and Construction for Healthcare Facilities

This session will provide an overall framework for managing large healthcare design and construction projects to ensure that they are delivered to meet owner's goals, within schedule, and within budget. Key risk management strategies including planning techniques

that reduce overall project risk and improve reliability will be presented and discussed via various examples. Results and lessons learned from applying those techniques on the Sutter Medical Center Castro Valley (SMCCV) project will be discussed in detail.

- Digby Christian**, Senior Project Manager, Sutter Health
- Samir Emdanat**, Director, Ghafari Management Consulting

3:30 PM - 4:30 PM

Creating Places to Flourish Using Environmental Psychology GS

A person flourishes when their physical and social environments are aligned with their immediate and long-term objectives, as they individually define those goals. Simultaneously, individuals have aspirations that range from the mundane to the existential. Well-designed places serve their users physically and socially in five different ways as they follow their desired life course.

- Sally Augustin**, Principal, Design With Science

Community Health Clinics: From Vision to Reality

Community health clinics are a primary method for providing healthcare to underserved populations. San Francisco-based non-profit South of Market Health Center (SMHC), founded on the belief that all people deserve quality healthcare, successfully completed their new clinic in 2010. Learn about funding sources and common challenges in building a fund development campaign and learn how to select and collaborate with the design team to guide the process toward achieving your vision. This session will also address the common challenges and successful methods for designing healthcare.

- Mehrnoush Arsanjani, AIA**, Managing Principal, Polytech Associates Inc.
- Lloyd Bush, CID, LEED AP**, Principal-in-Charge, Interior Design, Polytech Associates Inc.
- Charles Range**, Executive Director, South of Market Health Center

10 Planning Secrets for Enhanced CT/MRI Throughput

With decreased reimbursement, patient throughput has become critical for the high-cost/high-revenue imaging modalities, particularly MRI and CT. While the scanners have grown increasingly speedy, designs supporting the efficient movement of patients, staff and supplies have not similarly progressed, and poor design is now costing healthcare providers, dearly. This presentation will identify the criticality of throughput for healthcare provider financial well-being, and which elements of a facility's design and construction may be sabotaging fiscal health. The session will conclude with a "Top 10" list of throughput improvements which will marry facility planning/design with daily operations.

- Scott Branton, AIA**, Senior Project Manager, RAD-Planning
- Robert Junk, AIA, AHRA**, Principal, RAD-Planning

Planning for Change: Responding to Market and Technology Demands

Cedars-Sinai Medical Center is a non-profit, over 950 licensed bed hospital and multi-

specialty academic medical center located in central Los Angeles. It finds itself having to adapt to meet technological changes, healthcare reform issues, be competitive in the marketplace, attract and retain new staff, updating outdated equipment, amongst other challenges. To meet these demands, the campus is under a constant stage of construction, with hundreds of active construction projects taking place at any given time. This presentation will explore the unique challenges taking place at Cedars-Sinai and their approach to keeping projects completed on schedule and on budget.

- W. Ward Thompson, AIA, ACHA, LEED AP BD+C**, Senior Project Manager, HMC Architects
- Zeke Triana, AIA, LEED AP**, Director, Facilities Planning, Design and Construction, Cedars-Sinai Medical Center

Crisis Residential Facility Case Study: An Innovative Alternative to a PHF

As a progressive alternative to treating mental health clients in a Psychiatric Health Facility, Contra Costa County has developed a Crisis Residential Facility (CRF) to treat appropriately selected mental health clients and their families in a more home-like setting. Currently accommodating the CRF in two single-family homes, the county will soon expand the level of care provided by building a new specially-designed facility.

- Dave Alpert**, Vice President/Principal, HGA
- Demetrios Kanakis, AIA, LEED AP**, Senior Associate, HGA Architects and Engineers
- Donna Wigand, LCSW**, Mental Health Director, Contra Costa County

Beyond Cosmetics: Improving Well-Being Through Design in Senior Housing

Creating an environment that enhances well-being and independence for people living with Alzheimer's disease requires a true understanding of the impact the environment has. How can the built environment support functions that still work and compensate for functions that are lost? This session will provide a theoretical model on holistic healing environments that can be used as a starting point when defining a vision and strategic objectives for building senior housing.

- Fiona de Vos**, Owner, Studio dVO

What Providers Need to Prosper the Next 50 Years: Planning Meets Operations

Healthcare leaders and planners are facing numerous challenges to their budgets and operations such as: healthcare reform, silo departments, space restrictions, over-taxed trauma centers, reduced capital budgets, mergers, acquisitions, and take-overs. Given these challenges, many providers are re-tuning their long term strategic and master plans with a new focus on efficiency and performance, not just in the clinical sense but in their overall logistics and operations. This presentation illustrates new methodologies, practices, and approaches used to deliver the "value" solutions providers are seeking.

- Craig Miller, CCM**, Managing Director, HospitaLogix

EVENT AT A GLANCE



Monday, September 19, 2011

9:30 AM - 5:30 PM **PRE-EVENT WORKSHOP:** Leadership Vision Summit: "A Place to Flourish"—Improving Lives, Organizations, and Communities

Tuesday, September 20, 2011

	ROOM ONE	ROOM TWO	ROOM THREE	ROOM FOUR
7:30 AM - 8:30 AM	SPECIAL EVENT: Welcoming Continental Breakfast			
8:30 AM - 10:00 AM	SPECIAL EVENT: Welcoming Ceremony and Keynote			
10:00 AM - 11:00 AM	How Does Generative Space Make a Difference?	Creating a Patient Centric Digital Hospital Through Collaboration	Engaging The City of Chicago in Designing a Children's Hospital	Re-Inventing The Acuity Adaptable Room/Unit: This How We Made it Work
11:15 AM - 12:30 PM	Cultivating a More Generative Space: Designing the Auditory and Visual Experience for Health	Cancer Design From an International Cultural and Operational Perspective	The Power of Design Build	Innovations in ICU Infection Control, Connectivity, and Lab Testing
12:30 PM - 2:00 PM	SPECIAL EVENT: Symposium Luncheon			
2:15 PM - 3:15 PM	Reinventing Place: Programming and Planning to Develop a More Generative Space	ESSENTIAL ELEMENTS: The "Must Have" Informational Toolbox to Better Serve the Healthcare Market—Part I	Brownfield Industrial Site to Greenfield Biomedical Center	How to Reuse, Reinvent and Revitalize Healthcare?
3:30 PM - 4:30 PM	Creating Places to Flourish Using Environmental Psychology	ESSENTIAL ELEMENTS: The "Must Have" Informational Toolbox to Better Serve the Healthcare Market—Part II	Community Health Clinics: From Vision to Reality	10 Planning Secrets for Enhanced CT/MRI Throughput
4:30 PM - 6:00 PM	Exhibition Hall Preview			
7:00 PM - 9:00 PM	SPECIAL EVENT: Humanscale Party at the Merchandise Mart			

Wednesday, September 21, 2011

7:00 AM - 8:00 AM	SPECIAL EVENT: Continental Breakfast			
7:00 AM - 8:00 AM	SPECIAL EVENT: Morning Yoga			
8:00 AM - 9:00 AM	"A Place to Flourish"— is a Place Where Staff Wants to Come to on Their Days Off!		Late Breaking Session	Medical Tourism: Vietnamese American International Hospital—Case Study
9:00 AM - 10:00 AM	SPECIAL EVENT: Keynote			
10:00 AM - 4:00 PM	Exhibit Floor Open			
10:15 AM - 4:00 PM	SPECIAL EVENTS: Learning Lounge Sessions —See page 14 for schedule			
11:00 AM - 12:00 PM	Actively Exercising Health Design Leadership to Cultivate a More Generative Space to Create "A Place to Flourish"		2011 Symposium Distinction Awards Presentation	World Class Healthcare at the Lackland Ambulatory Care Center
12:00 PM - 1:00 PM	SPECIAL EVENT: Lunch on the Exhibition Floor			
1:30 PM - 3:00 PM	2011 Generative Space Award Recipient		How Do I Get My Next Project? An Architect/Owner Dialogue on Selection	Healthcare Reform— America's Future: Truth, Lies & Painfully Simple Solutions
3:00 PM - 4:00 PM	SPECIAL EVENT: Exhibition Floor Closing Reception			
4:15 PM - 5:15 PM	Co-creating a "Culture of Possibility"		Lighting Analysis: Aiding the Traumatic Brain Injury Healing Process and Holistic Design	Co-Design: The Success Story of the Anya Marie Jackson NICU

Thursday, September 22, 2011

7:00 AM - 8:00 AM	SPECIAL EVENT: Continental Breakfast			
8:00 AM - 9:00 AM	Renovating a Hospital Campus to Better Serve Patients	Kids and Cars: Combining Incongruous Amenities on an Urban Medical Campus	Health System Rebrand: Stories from the Trenches	Planning for Accountability: Designs to Support Team-Based Medicine
9:15 AM - 10:15 AM	The Good, The Bad and The Reality of an Integrated Team and VDC	Small Projects/Big Change: Three Small VA Projects with a Big Mission!	Prescription for The Free-Standing ED: Development and Financial Solutions	Integrated Design Approach Creates Cohesive Nature Theme at TriPoint Med Center
10:30 AM - 11:30 AM	SPECIAL EVENT: KEYNOTE—January 8, A Tucson Tragedy and a Hospital's Response			
11:30 AM - 3:30 PM	SPECIAL EVENTS: FACILITY TOURS —See page 13 for details			

PLEASE NOTE: Event schedule subject to change. Please check our website and onsite schedule for the most up-to-date information.



EVENT AT A GLANCE

through Design of the Environment

ROOM FIVE	ROOM SIX	ROOM SEVEN	ROOM EIGHT	ROOM NINE
<p>"When I'm 64:" Guidelines Regulations and Requirements</p> <p>How Do You Deal with a Prolonged Delay of a Hospital Construction Project?</p>	<p>EHR's Impact on Nursing Care and the Patient</p> <p>Strategic Facility Planning One Hospital's Response to Healthcare Reform</p>	<p>Redevelopment By Collaborative Design: Improve, Leverage, Simplify</p> <p>Hospitality Meets Healthcare: Redefining the Patient to Guest Experience</p>	<p>Collaborative Approaches to Innovative Seismic Upgrades in Hospitals</p> <p>Understanding Licensure and Certification Review and Inspection Processes</p>	<p>LongWave Workshop™ Accelerating the Future</p>
<p>A Tale of Two Towers—A Comparative Study of BIM Technology</p> <p>Planning for Change: Responding to Market and Technology Demands</p>	<p>End of Life Care: Study of Palliative and Hospice House Environments</p> <p>Crisis Residential Facility Case Study: An Innovative Alternative to A PHF</p>	<p>New Approaches, Extraordinary Results: The Swedish Issaquah Case Study</p> <p>Beyond Cosmetics: Improving Well-Being Through Design in Senior Housing</p>	<p>Strategies for Managing Design and Construction for Healthcare Facilities</p> <p>What Providers Need to Prosper the Next 50 Years: Planning Meets Operations</p>	
<p>Dig, Plant, Heal: Chicago Avenue and Chicago Health Facility Therapeutic Gardens</p>	<p>Unclogging the Arteries: Managing Growth in Cardiac Care</p>	<p>Late Breaking Session</p>	<p>Complex Simplicity—How UHS's Project Teams are Beating the Odds</p>	
				<p>DISCUSSION FORUM: Lost in Translation: Communicating with Your Architect</p>
				<p>DISCUSSION FORUM: The Request for Proposal—Is It Real? If it is, How to Respond</p>
<p>Facilities Issues and Healthcare IT Ergonomics</p>	<p>The Emotional Healing Experience: Hospital Design for Patients and Families</p>	<p>How to Afford and Fund Automated Transport Systems in Today's Economy</p>	<p>Bakersfield Heart Hospital: Creating Flexible Space Out OF Existing Space</p>	<p>DISCUSSION FORUM: Is Your Facility Ready for a Technology Upgrade?</p>
<p>Assuring Nursing Input in the Design of a \$1.27 Billion Parkland Hospital</p>	<p>The World Health Organization Prescription for Sustainable Healthcare</p>	<p>Disaster Preparedness: A Clinical Perspective on Expectations and Design</p>	<p>Controlling Hospital Energy Use Through RetroCommissioning</p>	<p>DISCUSSION FORUM: An Approach to Sustainability for Healthcare Facilities</p>
<p>Energy Conservation Measures Can Yield Big Savings</p>				<p>Complete session descriptions and up-to-date speakers are available at www.hcarefacilities.com.</p> <p>Please visit for expanded information on all sessions!</p>
<p>Project Success: Linking Operational Design with Architectural Planning</p>				



Wednesday, Sept. 21, 2011

8:00 AM - 9:00 AM

Dig, Plant, Heal: Chicago Avenue and Chicago Health Facility Therapeutic Gardens

Two case studies will be presented: the Chicago Avenue Garden project of the Fourth Presbyterian Church, and the Schwab Rehabilitation Hospital rooftop garden in Chicago, along with supporting historical background preface. In the preface, the speakers will advance the idea that some traditional hospital gardens have helped patients with the healing process. We'll take a look at European medieval precedents in monastic and early hospital medicinal gardens, and an early hospital in Philadelphia established by Ben Franklin. The notion of "memorial gardens" and the design of newest U.S. rooftop gardens will be presented.

Stanley Smith, Managing Director, Oak Street Design
Michael Wehner, Recreational Therapist, Rehabilitation Institute of Chicago
Susan van der Meulen, Oak Street Design

"A Place To Flourish"—Is a Place Where Staff Wants to Come to on Their Days Off!



Sparked by the challenge to create an "environment that staff would want to come to on their day off," the new Emergency Department at Nanaimo in Canada may be the first in the world to include nature imbued courtyards within actual patient treatment zones. At the outset, the design team and users established design goals and objectives to achieve a dramatically improved environment around the four values of Timely, Respectful, Quality of Care, and A Place People Would Want to Come to Work. This is a wonderful project that explores how the ideas of Generative Space, research and sustainability can be combined to create great healthcare spaces—where people can truly flourish.

Suzanne Fox, Emergency Department Manager, Nanaimo Regional General Hospital
Bruce Raber, MAIBC, MRAIC, AAA, SAA, MAA, OAA, NSAA, NWTAA, AIA Associate, LEED AP, EDAC, Vice President, Practice Leader for Healthcare, Stantec Architecture

Medical Tourism: Vietnamese American International Hospital—Case Study

Phan Ngoc Hap (Mr. Hap), Chairman - General Director of the Hai Chau Vietnam Corporation, has a vision to build a hospital for his nation that will represent the very best in healthcare design, and provides a setting to deliver the highest quality medical care for the people of Vietnam. His expectation is for the design team to create a healing environment that utilizes the best thinking in healthcare design from throughout the world. His hope in building the Vietnamese American International Hospital is that a new standard will be set in Vietnam that will serve as a benchmark for all future healthcare projects. See how contemporary healthcare design can be brought to Vietnam while still respecting the values of the Vietnamese culture.

John Hoelscher, AIA, ACHA, Principal, RTA, Inc.
Randy Thorne, AIA, Principal, RTA, Inc.

Unclogging the Arteries: Managing Growth in Cardiac Care

This session will be a case study of the successfully managed expansion of Northwest Heart Specialists, a private cardiology outpatient clinic in Chicago's northwest suburbs. It is a compelling example of a small project making a huge difference in patient care, as well as examining trends in cardiac services and testing, as manifest within a multi-year design and building program. The presentation will include an exploration of the challenges faced by those involved, including operations, financing, design, construction, and most important—managing ongoing patient care in a small office during a building program.

Scott Allman, President, Ethos Workshop
Dave Cartwright, President, Trapani Construction Company
Mary Hoyer, Office Manager, Northwest Heart Specialists
Sean Neuert, AIA, Project Manager, Ethos Workshop

Complex Simplicity—How UHS's Project Teams are Beating the Odds

Stringent requirements of short schedules, budget challenges and mandates for local business and SWMBE participation required creative teaming strategies and innovative delivery processes as San Antonio's University Health System began its nearly \$1 Billion capital program. With two campuses, two projects and one leadership team, UHS is beating the odds in achieving an "on time and in budget" CIP, with 2 LEED Gold projects redefining healthcare in South Texas. This presentation examines the successes and lessons learned on one of the country's largest public healthcare projects.

Tom Reisenbichler, Senior Principal/Managing Director, Perkins+Will
Mark Webb, Vice President, Facilities Development & Project Management, University Health System

11:00 AM - 12:00 PM

Actively Exercising Health Design Leadership to Cultivate a More Generative Space to Create "A Place to Flourish"



This session describes how the paradigm-shifting work of generative space is being used to redefine how primary health care can both systemically and sustainably improve community health. Based in Ireland at the Waterford Health Park, which he developed and founded over two years ago, Dr. Mark Rowe, a practicing family physician, has been learning about and applying the concepts of generative space and health design leadership for three years. Join Dr. Rowe as he describes his journey, so far, in terms of cultivating generative space so as to produce it reliably, consistently, and predictably in his personal life, professional work, and community engagements.

Dr. Mark Rowe, Rowe Creavin Medical Practice

World Class Healthcare at the Lackland Ambulatory Care Center

Providing a world class healing environment for the men and women of the United States Air Force was the overall project goal for the Lackland Ambulatory Care Center (ACC). Starting in 2005, as part of the Defense Base

Closure and Realignment Commission (BRAC), the current operations of the base medical center began to be relocated, resulting in a change of mission for the aging campus. The new program includes more than 650,000 square feet of clinical space along with a new central utility plant and related parking garages.

Doug Harper, Lt. Col., USAF, BSC, PE, Sr. Program Manager, Air Force Health Facilities Division
Fred (Trey) Heaton III, RLA, LEED AP, Site Development Team Leader, HDR
James Henry, Design Principal and Associate Vice President, HDR

1:30 PM - 3:00 PM

2011 Generative Space Award Recipient



The Generative Space Award recognizes breakthrough designs that improve health and healthcare. Submit your recent projects that clearly demonstrate the integration of the physical and social environments to make your community be "A Place to Flourish." The 2011 recipient of the Generative Space award will present their award winning project during this session. *For more information on the award please visit http://thecaritasproject.info/aplacetoflourish/generative_space.html*

How Do I Get My Next Project? An Architect/Owner Dialogue on Selection

For the architect, the first step in the development of any healthcare project is to be hired by the owner. For the owner, this can be the second step. But what is the owner's first step? What are the owner's responsibilities in hiring, how should the owner conduct the selection, and how should the architect respond? The dialogue will help define both parties' expectations and point to best practices. The audience will be strongly encouraged to participate.

Jeffrey Kent, Managing Director of Facilities, Enterprise Services, Nemours Foundation
Greg Mare, AIA, EDAC, Senior Principal, Stantec
Burton Thomas, RA, CHFM, Director of Facility Design, Upstate Medical University

Healthcare Reform: America's Future—Truth, Lies & Painfully Simple Solutions

The real battle for healthcare reform has just begun. Behind the headlines and federal court rulings; providers on the front lines, remain under attack. Responding to a turbulent environment and uncharted waters, Mark Sauvé frames the future of healthcare in America with uncanny accuracy and unsettling insight. The most engaging opening in the industry discusses the evolution of healthcare from 1500 to 2050. This session will detail the ten commandments of healthcare and ask the tough questions that every executive team must answer if they are to survive the next five years.

Marc Sauvé, Senior Healthcare Strategist, Gresham Smith & Partners

Facilities Issues and Healthcare IT Ergonomics

This presentation focuses on ergonomic design issues of IT in healthcare. The growth of IT, the range of healthcare applications, and the drive to reduce medical errors are discussed. Studies on the musculoskeletal complaints



of physicians and nurses and requirements for good computer workplace ergonomics using principles of neutral posture working are presented. The benefits of facility planning for IT ergonomics in a healthcare setting are summarized.

Alan Hedge, Professor, Cornell University

The Emotional Healing Experience: Hospital Design for Patients and Families

How does a nationally ranked healthcare system react when the interior design of their new hospital is not meeting their expectations? They begin again with a new team. Follow the client's critical path to redesign leadership's decision making structures. Learn how they engaged the expertise of staff, stakeholders and healthcare providers to define the experience and identity of their new hospital. By opening up the process to be more holistic, the team not only built advocacy within the critical hospital employee community, but also designed a facility that provides the very experience that was intended: a healing environment for patient and family-centered care delivery.

Pamela Anderson-Brulé, CEO and Founder, Anderson Brulé Architects

Dolores Gomez, VP Acute Care Services, Former Nursing Director, Mills-Peninsula Hospital

Chris Ovlen, Senior Manager for the MPHS Replacement Hospital Team, Mills-Peninsula Hospital
Monique Wood, Project Manager, Associate, Anderson Brulé Architects

How to Afford and Fund Automated Transport Systems in Today's Economy

Those high, up-front costs for highly effective and efficient healthcare logistics systems are able to scare even the most veteran of hospital facilities and administrative staff. Using The Ohio State University Medical Center as an example of a Center of Excellence in clinical operations and support service operations, this presentation will detail the master planning as well as the financial planning to support a state of the art design for hospital logistics.

Sarah Mueller LEED AP, Principal/Owner, Design-Logics

Harry Pliskin JD, President, TransVac Systems

Carl Story, Director of Distribution Services, The Ohio State University Medical Center

Vlad Torskiy, AIA, AIAI, LEAN Healthcare CP, MSA, MAA, Vice President, HOK

Bakersfield Heart Hospital: Creating Flexible Space Out of Existing Space

Bakersfield Heart Hospital successfully integrated a Flexible Care Unit to maximize their ability to accept admissions, avoid divert status and even increase new business. A review of the design process leading to the Bakersfield success will be followed by an evaluation of the unit in operation and a discussion of design elements to improve upon for future consideration. Further discussion will explore expanded future concepts for design of flexible space, specifically addressing the limitation of the operational silos prevalent in hospitals today.

Phillip Bahr, AIA, Associate Principal, Cannon Design

Michael Bell MBA, Director of Quality Management, Bakersfield Heart Hospital

Joseph Livengood, MD, FACS Acute Care Surgeon, Medical Center of the Rockies

4:15 PM - 5:15 PM

Co-creating a "Culture of Possibility"

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A "Culture of Possibility" is a generative place where leadership looks beyond what is customarily good or even great and embarks on a journey beyond the limitations of existing models and industry benchmarks to breakthroughs that shift the sense of what's possible: creating new models; new benchmarks; and setting new standards for everyone within the industry. This presentation will address how design leadership has been an important tool in guiding design that promotes a "Culture of Possibility" at Children's Hospitals and Clinics of Minnesota.

Theresa Pesch RN, Vice President of Development and Foundation Executive Director, Children's Hospitals and Clinics of Minnesota

Annette Ridenour, President & CEO, Aesthetics Inc.

Lighting Analysis: Aiding the Traumatic Brain Injury Healing Process and Holistic Design

The National Intrepid Center of Excellence is a world-class brain trauma center that specializes in the advance diagnosis and treatment of soldiers with Traumatic Brain Injury (TBI). The design team utilized evidence-based design to align design principles with sensory and wayfinding requirements of TBI patients. These principles, combined with 3D lighting and daylighting analysis, informed critical architectural decisions that shaped the essence of the facility as a symbol of hope and healing.

Christopher Arnold, AIA, Associate | Architect, SmithGroup

Chris Coulter, LC, IESNA, LEED AP, Associate | Lighting Designer, SmithGroup

Rodrigo Manriquez, IALD, LC, IESNA, Principal | Senior Lighting Designer, SmithGroup

George Nussbaum, RN, Ed.M., Ph.D., CNOR, Department of Defense/Defense Centers of Excellence

CO-Design: The Success Story of the Anya Marie Jackson NICU

Aspirus Wausau Hospital embarked on a capital improvement project to improve patient outcomes, support family needs, and create an environment of care that would retain and attract the best and brightest. This session will discuss the CO-Design approach, a focus on NICU clinicians and design professional interactions to achieve results, designing to create the ideal experiences and Metrics.

Sue McDonald, BSN Department Supervisor NICU, Aspirus Women's Health Birthing Center

Michael Scherbel AIA, NCARB, EDAC, Partner of Healthcare Design, Plunkett Raysich Architects, LLP

Assuring Nursing Input in the Design of a \$1.27 Billion Parkland Hospital

Parkland Hospital is replacing a 56 year old hospital with a new hospital campus. Parkland hired an experienced Director of Clinical Coordination for the hospital replacement project. Three full time nurses, with different clinical experience, were transferred from hospital operations to the role of Clinical Liaisons to interface between the new hospital design team and the current hospital operations. This session will address the roles, skills and outcome of the Clinical Director of Planning and the Clinical Liaison for new hospital planning.

Gay Chabot, RN, BS, Program Director/Clinical Liaison, Medicine & Surgery Services, Parkland Health & Hospital System

Jodi Donovan RN, MSN, PMP, Program Director, Clinical Support Services, Parkland Health & Hospital System

Kathy Harper, Director of Clinical Planning New Parkland Campus, Parkland Health & Hospital System

Dale Talley, RN, MS, CPNP, Program Director/Clinical Liaison: Women's Services, OR, Psych & Rehab, Parkland Health & Hospital System

The World Health Organization Prescription for Sustainable Healthcare

Every major medical organization in the world has now recognized the looming health problems likely to be created by currently accelerating anthropogenic climate change. The World Health Organization, committed to those actions that promote public health, released its Health in the Green Economy series of papers at the UNFCC, including Health in the Green Economy. This document examines the health impact of various environmental health measures available to the healthcare sector, and recommends those who can provide financial or direct health benefits, together with mitigation of the sector's impact on the environment.

Walter Vernon, IV, PE, LEED AP, Principal, Mazzetti Nash Lipsey Burch

Amy Jarvis, Environmental Performance Analyst, Mazzetti Nash Lipsey Burch

Disaster Preparedness: A Clinical Perspective on Expectations and Design

Define a systemic approach to the design for Emergency Preparedness and the metrics used to measure its success through case studies. A review of the clinical management of Mass Casualty Incidents will identify common themes and design concepts from Critical Access Hospitals to Level-1 Trauma Centers. This presentation will help describe the events set in motion by a disaster to include the EMS response, Emergency Department management and role of the rest of the hospital. It will show how facility design, looking beyond the Emergency Department, impacts the success of a disaster response and that the metrics used for evaluation should include how the design integrates into daily operations.

James Lennon AIA, ACHA, President, Lennon Assoc.

Joseph Livengood, MD, FACS, Acute Care Surgeon, Medical Center of the Rockies

Controlling Hospital Energy Use Through RetroCommissioning

Energy consumption in most hospitals is significantly higher than almost any other building type, but this doesn't need to be the case. See how through Retrocommissioning and energy analysis, the high energy use can be reduced, often with simple operational changes and proper use of the EMS, with particular attention paid to that medical "sacred cow," the O.R. suite. After utility bill usage and trend analysis, a retrocommissioning project was started, focusing on the large energy users and the way they were operated.

Mark Hanicits, Director of Facilities and Safety, MetroSouth Medical Center

Terry Malloy, P.E., Project Manager, Teng & Associates



Thursday, Sept. 22, 2011

8:00 AM - 9:00 AM

Renovating a Hospital Campus to Better Serve Patients

The story of Central DuPage Hospital's Winfield, IL campus makeover is a tale of a suburban hospital's unwavering commitment to achieving the absolute best in patient care. It's also the story of a hospital physical plant being renovated and newly constructed in a series of phases to serve as a premier source of healthcare. The three-phase improvement effort involved the investment of over \$250 million in capital construction.

Lawrence Bell, Vice President, Construction, Central DuPage Hospital

Graham Harwood, Principal, Director of Service Delivery, Owner Services Group

Kids and Cars: Combining Incongruous Amenities on an Urban Medical Campus

How do you fit 320 kids and 1,100 cars on a small urban site? This session will address the challenges of combining two distinct amenities for healthcare staff on a dense urban academic medical center campus: a state-of-the-art childcare center serving 320 children and a parking garage for 1,100 cars. This session will discuss how the client and design team negotiated traffic patterns, pedestrian circulation, neighborhood concerns and the plan development process, while designing a model early education environment.

Trish Adelman, IIDA, Associate & Director of Interiors, Eckenhoff Saunders Architects

Victoria Navarro AIA, ASHE, Senior Project Manager, Northwestern Memorial Hospital

W. Stephen Saunders AIA, Co-Founder and Principal, Eckenhoff Saunders Architects

Health System Rebrand: Stories from the Trenches

Get a behind-the-scenes look at the process and best practices involved in a comprehensive healthcare system rebrand and what it meant for facilities within Trinity Health West Michigan. Hear the lessons learned in terms of internal team development, funding, phasing, consultant selection and rollout. Incorporating a variety of building types and functions, THWM has brought each under one consistent brand, standardizing new sign types and retrofitting the existing installed base, where possible. Attendees will be given a road map for the process to develop similar projects for their own health system.

Jeff Couzens, Vice President Marketing and Communications, Trinity Health West Michigan

Kelly Kurburski, Director, Creative Services, Trinity Health West Michigan

Mark VanderKlipp, President, Corbin Design

Planning for Accountability: Designs to Support Team-Based Medicine

In light of recent changes in healthcare delivery, accountability and bundled payments are key drivers transforming both private and military healthcare facilities around the country. This session will explore how functional space programming, planning and design can shape our healthcare facilities to better support

these new models, like the emerging medical home model. Explore recent design innovations in both inpatient and outpatient settings including nursing unit design, interventional platforms, and outpatient team environments.

Ret. Captain Fred Foote, MC, USN, National Intrepid Center of Excellence, National Naval Medical Center

Lora Schwartz, Associate Principal, Sr. Medical Planner, CO Architects

Jeff White, VA Southeast Network - VISION 7, Capital Assets Manager - Tuscaloosa VA Medical Center

Energy Conservation Measures Can Yield Big Savings

As healthcare facilities are forced to do more with less, energy conservation measures remain an untapped option. As part of a commitment to achieving energy neutrality by 2014, Gundersen Lutheran Health System is implementing energy efficiency strategies designed to reduce demand by 30 percent. Attendees will gain an understanding of energy use benchmarking and of how to strategically reduce energy consumption in their own facilities.

Iona Canada, Corporate Manager of Healthcare Business Development, Trane

Jeff Rich, Executive Director - Efficiency Improvement, Gundersen Lutheran Health System

9:15 AM - 10:15 AM

The Good, The Bad and The Reality of an Integrated Team and VDC

Using the recent design and construction of the \$270M, Silver Cross Hospital in New Lenox, IL as a case study, this panel discussion will delve into the lessons learned—good, bad and ugly—from their non-contractual integrated team approach. With topics ranging from team establishment, their survival through the 2009 financial crisis, and innovations used to enhance the process, insights will be shared from owner, architect, and construction manager perspectives.

Jeffrey Janicek, Construction Executive - Healthcare, Mortenson Construction

Geoffrey Tryon, Vice President of Operations, Silver Cross Hospital

Alan Wilson, AIA, ACHA, Vice President - Healthcare, RTKL Associates Inc.

Small Projects/Big Change: Three Small VA Projects with a Big Mission!

This session will explore clinical care paradigm shifts created by three interactive planning and design team efforts for three small projects executed for separate Veteran's Administration campuses. Each project explores and implements, in collaborative processes with key clinical and administrative staff, dynamic shifts in clinical care models for the patients and their families as the VA seeks to reshape its response to pressing clinical care issues. All three of these projects are modest in terms of both size and cost, but each represents a clear opportunity by the VA to explore richer, simpler and more powerful ways of addressing clinical challenges facing an expanding VA patient group.

Haley Driscoll, IIDA, Senior Associate, Francis Cauffman

Eric Lautzenheiser AIA, ACHA, Director, Health Facilities Planning, Francis Cauffman

Prescription for the Free-Standing ED: Development and Financial Solutions

Hear case studies from Good Samaritan Hospital in Cincinnati, St. Vincent Health in Indianapolis, and Wake-Med Health in Raleigh, dynamic health systems using FEDs to capture brand and market share growth. No two EDs are alike, yet the goals shared are common—especially in the wave of economic and legislative reform. As the need for quality and outcomes becomes more pressing—removing unnecessary evaluations and treatments from the in-patient campus is a key concern. What's most important, however, is that these are not "urgent care" facilities—this is a higher level of acuity in a more patient focused environment.

John Marshall, Vice President, Healthcare Strategy and Development, Duke Realty

Steve Mombach, VP of Ambulatory strategies, TriHealth, Inc.

Kimberly Nealon, RN, Site Director, St Vincent Medical Center Northeast

Project Success: Linking Operational Design with Architectural Planning

In current economic times, healthcare organizations have delayed capital projects, but spent resources developing strategy, reviewing market demand, and analyzing operational designs. This session will address how a streamlined approach to verification of documented processes can tie into architectural planning to create a "knowledge flow" that will save time and create a strong project scope. The presenters will describe approaches to assessing financial capacity and evaluating capital spending priorities, incorporating finance, strategy, facilities, medical staff, operations, and design.

Armen Gallucci, Assistant VP for Business Development Medical Affairs, Rush University Medical Center

William Hejna, Principal, LSH Healthcare Consultants

Richard Niemi, AIA, ACHA, LEED AP, Senior Associate Principal, Loebel Schlossman & Hackl

Integrated Design Approach Creates Cohesive Nature Theme at TriPoint Medical Center

When Lake Health set out to build the 300,000 square foot TriPoint Medical Center, they made a commitment to the community to redefine healthcare by putting patients first. Discover how a multi-disciplinary approach including user end group participation, and on site mockups resulted in an integrated and cohesive visual experience influenced by the surrounding mature forest, wetlands and a pristine stream. Participants will learn how the owner, architect, designers and art consultants collaborated to create an environment that promotes healthy habits for staff members, integrated interior and exterior continuity and ultimately provides positive patient, visitor and community experiences.

Barbara Harriman, IIDA, President, Distinctive Art Source

Steve Karns, Sr. Vice President, LakeHealth

Susan Long, Vice President, Director of Interior Design, Karlsberger

Cynthia Moore-Hardy, FACHE President and Chief Executive Officer, Lake Health



Tuesday, September 20, 2011

7:30 AM - 8:30 AM

Welcoming Continental Breakfast

Kick off your 2011 HFSE experience by coming together with all your peers for the Welcoming Continental Breakfast. *Open to conference attendees, speakers and members of the press.*

12:30 PM - 2:00 PM

Symposium Luncheon

Open to conference attendees only.

4:30 PM - 6:00 PM

Exhibition Hall Preview

Keep the energy going from the first day of HFSE as you preview the exhibition hall. Lift a glass with friends, meet new ones and interact with your peers while visiting the exhibitors and learning about their newest products and services. *Open to conference attendees only.*

7:00 PM - 9:00 PM

The Humanscale Party

Network in a Humanscale Designed Environment



Visit the Humanscale showroom at the Merchandise Mart and view products while enjoying drinks, appetizers and networking with colleagues.

Wednesday, September 21, 2011

7:00 AM - 8:00 AM

Continental Breakfast

Open to conference attendees only.

7:00 AM - 8:00 AM

Morning Yoga

Come stretch and get ready to be open to learning. Special attire not required.

10:00 AM - 4:00 PM

Exhibit Floor Open

10:30 AM - 4:00 PM

Learning Lounge

All attendees are welcome to attend these interesting and informative talks presented in an open theater on the exhibition floor.

12:00 PM - 1:00 PM

Lunch on Exhibition Floor

Open to conference attendees only.

3:00 PM - 4:00 PM

Exhibition Floor Closing Reception

Visit the Exhibit Hall one final time. Enjoy drinks as you view new, exciting products and services and network with your peers.

Thursday, September 22, 2011

7:00 AM - 8:00 AM

Continental Breakfast

Open to conference attendees only.

THE SYMPOSIUM DISTINCTION AWARDS

The highly esteemed Symposium Distinction Awards competition honors design teams and individuals who have made a profound contribution to the healthcare design industry. In addition, it recognizes the best and most innovative new products exhibited at the Symposium. Winners will be on display on the exhibition floor on Tuesday and Wednesday, September 20 and 21 during regular exhibition hours and participate in a panel discussion on September 21st.

SPONSORED BY



Award Categories

- Team Award
- Product Awards:
 - Most Innovative
 - Most Sustainable
 - Architects' Choice
 - Best in Show
- Individual Award

To enter the 2011 Symposium Distinction Awards please visit www.hcarefacilities.com/awards.asp

Entry deadline: July 15, 2011

Facility Tours

Thursday, September 22, 2011 • 11:30 AM - 3:30 PM

TOUR #1: Chicago Architecture Foundation's Architecture River Cruise

CAF's Architecture River Cruise spotlights over 50 historic and architecturally significant sites where you'll gain a new perspective of the city. Come aboard either of our well-appointed vessels, Chicago's First Lady, Chicago's Little Lady and Chicago's Fair Lady where open-air and indoor seating will add comfort to your journey. Snacks and beverages are available for purchase on board. Separate registration is required for this tour only. To register visit www.hcarefacilities.com for more information.

TOUR #2: Engaging the City of Chicago in Designing a Children's Hospital

Learn how Lurie Children's Hospital of Chicago engaged over twenty of the cultural icons of the city in the design of this 1.25 million square foot children's hospital, opening in June of 2012. From the minute you walk into the lobby and see a 30 foot whale and her calf, to the real fire truck on the 12th floor, you will realize that the healing environments in this new facility are not your typical approach to interior design.

TOUR #3: Tour of the New Elmhurst Memorial Hospital

The design team will lead a walking tour of the new Elmhurst Memorial Hospital in Elmhurst, IL. This 866,000 square foot, 259 bed facility opens in June, 2011 and is an exceptional example of a modern healing environment. The new hospital incorporates the principles of the Plan-tree organization and is a remarkable patient-centered experience for its patients and their families. The design of the new facility is strongly inspired by the Chicago Prairie style, infused with many unique decorative details and materials that will be highlighted during the tour.

TOUR #4: A Campus Culture Transformation: Tour of Rush University Medical Center

When Rush University Medical Center engaged Perkins+Will in 2006 to plan and design their new 1,000,000 square foot medical campus, addressing the scale and complexity of the project required innovative collaborative methods. Rush's vision of building a campus around an improved patient and family experience fostered an "inside-out" approach, starting with the immersion of a design team on campus to work alongside doctors and staff. Owner and design team will discuss how the architectural evolution of this medical campus has reinvigorated the culture of clinical excellence and patient care at Rush.



OPEN TO ALL

Wednesday, Sept. 21, 2011

10:15 AM - 10:45 AM

Green & Sustainable Design: Aligning Facility Spending with Business Objectives

Cameron Allen, Business Development Manager, Honeywell

Rick Clough, COO, Robinson Memorial Hospital

11:00 AM - 11:30 AM

Designing with Water-Indoor Water Applications: A New Wave In Architecture

Rob Morton, Director of Sales & Marketing, Bluworld of Water, LLC

11:45 AM - 12:15 PM

Noise & Acoustics: Addressing Patient Experience & Satisfaction With Sound Masking

Jonathan Leonard, Vice President, Lencore Acoustics Corp.

12:45 PM - 1:15 PM

Good Communication Matters—Especially When It Is Your Project

Craig Hansen, Project Manager, PM Web

Marc Jaude, Managing Partner, PM Web

Tim Vander Molen, President, Integrated Facilities Solutions, Inc.

1:45 PM - 2:15 PM

Developing Successful Patient Education for Digital Platforms In Healthcare

Philip Cohen, President/CEO, Care Media Holdings Corp.

2:45 PM - 3:15 PM

The 411 on Emitting Materials!

Amy Costello, Senior Environmental Scientist, Armstrong World Industries

3:30 PM - 4:00 PM

Terrazzo: The Original Recycled Floor

Brad Meyer, National Sales Manager, Terrazzo & Marble Supply

Register for a **FREE EXPO PASS...** visit the Exhibit Hall and attend education sessions in the Learning Lounge.

The Exhibitors/Sponsors

More than 200 companies will be displaying their products and services on the exhibit floor. The following is a partial list of our show participants as of May 16, 2011. Check the event website for updates.

- | | | |
|--------------------------------------|--|---|
| Advanced Cabinet Systems | Gate Precast Company | Perkins+Will |
| Alcoa Architectural Products | GCX | PMWeb |
| Altro | Green Roof Solutions | Polytech Associates Inc |
| American Institute of Steel | HEINE | Progeo Monitoring |
| Amico Corporation | H-O-H Water Technology, Inc. | Radical Computing Corp. |
| Aon Fire Protection Engineering | HKS | Ragnar Benson Construction |
| APCO Sign Systems | HOK | RapidRun |
| ArjoHuntleigh | Honeywell International Inc. | Raspberry Med, Inc |
| Armstrong Medical Industries, Inc. | HSI (Hospital Systems, Inc) | RMS Omega Technologies |
| ASI Signage Innovations | Humanscale Healthcare | S&S Technology |
| Asa Abloy | Innerface Architectural Signage, Inc. | Scranton Products |
| BASF | InPro Corporation | Service Master Recovery Management |
| Bayer MaterialScience LLC | International Surface Fabricators Association (ISFA) | Shannon Sales - Specialty Floors |
| BBL Medical Facilities | JE Dunn Construction | SidePlate Systems, Inc. |
| BlueWater Technologies | Jensen & Halstead Ltd. | SimplexGrinnell |
| Bluworld of Water | Jomar Group | Skender Construction |
| BOLYU Contract | | Sky Factory |
| Bradford Systems Corp. | | Skyfold |
| Bulley & Andrews Masonry Restoration | | SocialSphere |
| Cannon Design | | Specified Technologies Inc. |
| Carpenters International | | Spectrim Building Products |
| Centiva | | Stantec Architecture Ltd. |
| CertainTeed | | SurfaceWorks |
| Certified Custom Woodworkers Assoc. | | Swanstone |
| Commissioning Agents, Inc. | | T.H.E. Medical |
| Construction Specialties | | TAYLOR |
| Copper Development Association | | Tee Jay Service/Horton Automatics |
| CPI Daylighting, Inc. | | TeleHealth Services |
| Creteseal | | The Blue Book Building and Construction Network |
| Demilec USA LLC | | UltraGlas, Inc. |
| Devenney Group Architects | | VOA Associates Inc. |
| Diebold, Inc. | | Visix, Inc |
| DuPont | | Visual Graphic Systems Inc. |
| Eckenhoff Saunders Architects | | Walsh Construction |
| Elio, A Division of ITC Inc. | | Waste Management |
| Elkay | | Watermark Solid Surface, Inc. |
| ETS - Lindgren | | Wausau Tile, Inc. |
| Everbrite Lighting | | Wausau Window and Wall Systems |
| EwingCole | | Welch Allyn, Inc. |
| FacilityCare | | West-Com Nurse Call Systems, Inc. |
| FEC Heliports | | Williams Scotsman WoodWorks |
| Fluke Thermography | | WorkingBuildings |
| Francis Cauffman | | |

EXHIBIT HALL HOURS:

Tuesday, Sept. 20

4:30 p.m. - 6:00 p.m.
(conference attendee preview)

Wednesday, Sept. 21

10:00 a.m. - 4:00 p.m.

For information on exhibits and sponsorships, please contact Nancy Jo Hauck at 203-371-6322 or nj@jdevents.com.



REGISTRATION

REGISTRATION OPTIONS:

	Deadlines:	Early-Bird Pricing Through July 22	Late Advance Pricing July 23-Sept. 19	Onsite Pricing Sept. 20-22
Full Conference Pass Includes 2½ Days of Conference Sessions, 2 Days of Exhibit Hall, Keynotes, Access to Online Presentations <i>Does NOT include Pre-Event Workshop or Facility Tours</i>		Architects/Other: \$995 Healthcare Facilities: \$745	\$1,295 \$975	\$1,495 \$1,125
One-Day Conference Pass (Wednesday only) Access to Conference Sessions, Exhibit Hall, & Special Events on Wednesday, Sept. 21 only		\$395	\$595	\$795
Longwave Workshop™ & Full Conference Pass Includes Longwave Workshop plus 1½ Days of Conference Sessions, 2 Days of Exhibit Hall, Keynotes, Access to Online Presentations		\$995	\$1,295	\$1,495
Pre-Event Workshop: Leadership Vision Summit Monday, September 19, 2011, 9:30 AM – 5:30 PM <i>Workshop is NOT available with Exhibit Hall & Keynote Pass</i>		\$395	\$495	N/A
Facility Tours September 22, 2011, 11:30 AM – 3:30 PM • TOUR #1: CAF's Architecture River Cruise • TOUR #2: Lurie Children's Hospital • TOUR #3: New Elmhurst Memorial Hospital • TOUR #4: Rush University Medical Center <i>Tours can ONLY be added to a Full Conference Pass</i>		\$50	\$50	N/A
Exhibit Hall & Keynote Pass Includes admission to Exhibit Hall, Keynote, and Learning Lounge sessions.		\$0	\$0	\$50

HOW TO REGISTER:

Web www.hcarefacilities.com

Phone 203-371-6322

Fax Download registration form from www.hcarefacilities.com and fax to 203-371-8894

Mail Download registration form from www.hcarefacilities.com and mail to:
HFSE c/o JD Events
5520 Park Avenue, Suite 305
Trumbull, CT 06611

Group Rates

Bring the entire team! Discounts start with groups of just three or more. For more details please contact Linda Keller at 631-725-8645 or linda@jdevents.com.

Special Pricing:

Government and Academic rates are available. Call 203-371-6322 to inquire.

Corporate PO's are not accepted.

Your Satisfaction is Guaranteed!

We're so confident you'll benefit from your experience, your registration fee is 100% guaranteed! Get your money's worth... or get your money back! This guarantee covers your registration fee but not travel, hotel or any other expenses incurred. Written notice of all claims must be submitted, in writing, to show management within 10 days of the event. "No-shows" are not eligible. This does not apply to schedule/presenter changes.



Please visit www.hcarefacilities.com for our cancellation policy.

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An American Hospital Association Company



The McMorrow Healthcare Facilities Management Report



Hotel Reservations

HFSE has reserved a limited number of rooms at the Swissôtel Chicago. The deadline for these discounted rates is Friday, August 26, 2011. Please see www.hcarefacilities.com/travel.asp or call 888-73-SWISS (888-737-9477) and mention Healthcare Facilities Symposium for discounted rates and reservation information. Free shuttle bus service will be provided between the Swissôtel Chicago and Navy Pier during all three days of the event. **Please be sure to make your reservations early, as rooms fill up quickly and are available on a first-come, first-served basis.**



The Defining Event for the Design, Construction, and Operations Team

CONFERENCE:
September • 20-22 • 2011

EXHIBITS:
September • 20-21 • 2011

Navy Pier, Chicago, IL

THIS IS YOUR SYMPOSIUM.



**24TH
ANNUAL**

**Over 70 Conference Sessions | Over 170 Speakers
Over 200 Exhibits | Networking Events | Facility Tours
Interactive Workshops | Discussion Forums**

KEYNOTE:

January 8th—A Tucson Tragedy and a Hospital’s Response

Stephen Brigham, Director of Capital Planning & Projects, University Medical Center
Michelle Ziemba RN MSN, Director of Trauma & Emergency Services, University Medical Center



Stephen Brigham

The January 8th shooting tragedy in Tucson killed six people and wounded thirteen others including Congresswoman Gabrielle Giffords. The responses and actions of University Medical Center (UMC), Southern Arizona’s sole trauma center hospital, became the focus of the international news coverage. UMC’s new ED, trauma center, and inpatient expansion were severely tested during the trauma response for the victims of this tragic event. This session will provide unique insights into how a national tragedy—that attracted international coverage—affected the staff and facilities of Arizona’s academic medical center. It will also provide lessons learned on how all hospitals can be prepared for the surge of accommodation requirements in dealing with major incidents.



Michelle Ziemba

- Hear first hand from the hospital administrators involved in one of this years most highly publicized tragedies.
- Learn how a trauma center responded to the clinical and operational requirements for managing a national tragedy.
- Learn how hospitals need to be physically and operationally prepared to accommodate “hospital surges” in the event of a disaster.
- Hear from some of the victims of the tragedy regarding their experiences with the tragedy, the clinical care, and follow-up attention.

Visit www.hcarefacilities.com for

- Expanded session descriptions
- Up-to-date speaker list
- Exhibit Hall updates
- Late breaking news
- And more!

HFSE offers group discounts for organizations and design teams.

Contact Linda Keller at 631-725-8645 for details on groups of three or more—you can save up to 50%!



Get your money’s worth, or get your money back! See page 15 for details.

To add/remove a name from our mailing list go to: www.hcarefacilities.com/maillinglistupdate.asp

