

# Economics Efficiency Energy & Environment:



## Making the 4Es Work Together in Healthcare

### Brought to You By

Corporate Realty, Design &  
Management Institute  
IFMA Healthcare Council  
Inova Health System  
Practice Greenhealth

### Event Details

#### Friday, September 16

Inova Fairfax Hospital  
Cyrus Vesuna Auditorium  
Physicians Conference Center  
3300 Gallows Road  
Falls Church, VA 22042

7:45 to 8:30 am: Registration  
and Continental Breakfast

8:30 am to 2:30 pm: Program  
(Includes Lunch)

2:30 to 3:00 pm: Optional tour of Inova's  
South Patient Tower

### Tickets

**\$99** At the Door

**\$89** Advance

**\$69** IFMA, ASHE, Practice Greenhealth  
Members

### Educational Credits

**AIA** 5 LUs (HSW, SD)

**CHFM** .3 CEUs

**IFMA** 3 CFM Points

**IIDA** Pending

**GBCI** 3 LEED AP CE hours

**Engineers** 3 PDH hours

### Program Co-Hosts

Georgia Pacific, Mats Inc., Philips,  
Schneider Electric, SaniGLAZE,  
SpacesaverInfolinx, Tennant, Tremco

### Media Partners

FacilityCare, Healthcare Building Ideas

### Register Online

@ [www.squarefootage.net](http://www.squarefootage.net)  
or call 503-274-7162

### In this half day seminar, you will get face-to-face with some of the most knowledgeable experts in healthcare and tap their expertise on:

- Looking out the C-Suite's picture window at healthcare reform. The most significant economic forces and financial metrics now in play. What may be built, what might not, and why.
- Measuring sustainability programs – Lessons learned from across the U.S. What surveys are telling us about cultural changes, pushback issues, and economic factors
- How the best performing hospitals are generating energy savings, setting their priorities, and measuring results
- Selecting appropriate metrics to frame your case when engaging in first cost vs. life cycle cost debates
- No problem approaches when told there's no capital budget
- How hospitals are balancing durability, sustainability, and cost issues and finding the best tradeoffs
- How the pros are finding hidden efficiencies and value within medical campuses
- Where the most significant advances in building materials and technology are occurring and where it's saving the most money

### Featured Speakers:

- "Healthcare Reform's Effects on Capital Investments" – Nicole Paulk, Vice President Strategic Planning & Innovation at Inova Health System, and Tim Prince, Senior VP of Strategic Services at KLMK Group
- "How 10 Forces are Changing Healthcare Design" – A. Ray Pentecost III, DrPH, FAIA, FACHA, LEED AP, Director/Healthcare Architecture at Clark Nexsen
- "Healthcare Sustainability: Trends and Implications" – Seema Wadhwa, LEED AP, Director of Sustainability at Inova Health, and Anna Gilmore Hall, Executive Director of Practice Greenhealth

### Panel of Experts:

- Barbara Huelat, AAHID, EDAC, FASID, Principal of Huelat Parimucha
- Lewis Poe, Director of Facilities, LifeBridge Health
- Dan Moore, AIA, LEED AP, Principal/Leader of Perkins+Will's DC Healthcare Practice
- Moderated by B. Alan Whitson, RPA, President of Corporate Realty, Design & Management Institute
- Names of other panelists will be posted as confirmed at [www.squarefootage.net](http://www.squarefootage.net)

### Tour of New Patient Tower:

Following the seminar, you will have the option to tour Inova Health's 11story patient tower which is under construction. LEED Silver is being sought on the project which consists of 174 private intensive care and medical/surgical patient rooms.

### Who Should Attend:

Architects & Designers ■ Consulting & Mechanical Engineers ■ Construction Project Managers  
Developers of Healthcare Facilities ■ Healthcare Facilities Managers & Engineers  
Hospital Plant Operations Managers ■ Hospital CEOs, Administrators and Directors

### What Attendees Say About These Seminars:

- "Case studies were great"
- "Great cost vs. value info"
- "Good mix of participants"
- "Helpful sustainable data"
- "Very informative metrics"
- "Diversity of presenters"
- "Good detail into energy and design issues affecting hospitals"
- "Excellent data and graphs supporting the individual points"
- "Do more of these seminars that come to the local area"
- "Statistical breakdowns to prove the financial case"
- "Lots of fresh ideas, re-prioritization of old ones"
- "Real life scenarios given as examples"

