

Economics Efficiency Energy & Environment:



Making the 4Es Work Together in Healthcare

Brought to You By

Corporate Realty, Design &
Management Institute
IFMA Healthcare Council

Event Details

Wednesday, October 12

Fred Hutchinson Cancer Research Center
Pelton Auditorium,
Weintraub Building
1100 Fairview Ave North
Seattle, WA 98109

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

Tickets

\$99 At the Door
\$89 Advance
\$69 IFMA, WSSHE, AIA AHP Members

Educational Credits

AIA 3 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, Mannington,
Pacific Modular, Philips,
Schneider Electric, Tennant, Tremco

Media Partners

FacilityCare
Healthcare Building Ideas

Seattle Host Co-Chairs

Kathleen Hite, Seattle Cancer Care
Alliance
Anne Miller, Bank & Office Interiors

Register Online

@ 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 Speaker: "Healthcare Reform's Effects on Capital Investments"

Jim Leonard, Healthcare Consultant, Prior CEO of St. Peter's Providence in Olympia.
Currently a consultant to Swedish Medical System.

Panel of Experts:

A panel of experts is being selected to give you an opportunity to question, quiz, and challenge any aspect of design, construction, and maintenance of a healthcare facility. Among them are:
- Robert Cowan, Director of Facilities Engineering, Fred Hutchinson Cancer Research Center
- Erik Goodfriend, AIA, ACHA, LEED AP, Principal, Mahlum and Chair Elect of Architecture for Health Panel
- 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

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"



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