



September 26–28, 2005
Hyatt Regency Atlanta
Atlanta, GA

**The one event for the
entire healthcare design team.**

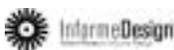
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Leading the Business of Healthcare Design

The Symposium on Healthcare Design is your source for the latest information, trends and technologies that impact the planning, design and construction of healthcare facilities. It's also your opportunity to network with peers and other members of the design team and earn valuable Continuing Education Credits.

WHO SHOULD ATTEND:

If you work in one or more of these fields or if you work with any of the professionals below, you can't afford to miss the Symposium on Healthcare Design.

■ Interior Designers

Discover how to work with the entire design team to create efficient healthcare facilities.

■ Architects

Learn how to incorporate multiple client requests, the latest design methodologies and techniques.

■ Facility Managers & Planners

Gain knowledge on the most operationally efficient facilities and how to apply design techniques that are cost effective.

■ Healthcare Executives

Realize true cost savings and keep patients and staff satisfied with the latest developments in healthcare design.

■ Purchasing Agents and PMOs

Find the latest products and services that are in line with your purchasing objectives and keep you under budget. Manufacturers will be launching innovative new products at the Symposium!

The Best Education in the Industry, highlights include:

- Integrating design to meet facility and patient objectives
- Emergency preparedness and security planning
- Evidence-based and user-centered design

The Largest Gathering of Healthcare Design Vendors on the Exhibition Floor, highlights include:

- The premiere tradeshow in the industry featuring furniture, flooring, textiles and fabrics, lighting, art and decorations, signage and wayfinding, beds, architect firms and design and building companies.
- Evaluate the latest technologies that will improve patient quality of care and maximize efficiencies

Take Part in Amazing Networking Opportunities:

- Meet the best and the brightest at the Symposium Distinction Awards and learn how they excelled to set industry standards
- Take part in formal and informal opportunities to connect with old friends, share ideas, meet new colleagues and develop lasting business relationships

Our core team of advisors has worked hard to put together the premier event on healthcare design by eliciting the best thought leaders in the industry to participate. After taking a look at the event program, you will surely agree: if you were to attend one event in 2005, this is **THE** one to attend. Please join us September 26–28, 2005 in Atlanta!



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**The one event for the entire
healthcare design team.**

Tuesday, September 27, 2005, 9:30 a.m. – 10:30 p.m.



KEYNOTE: Dealing with Disease

Christine Clifford, CSP

Founder/President, The Cancer Club®

Author of *Not Now...I'm Having a No Hair Day!*, *Our Family Has Cancer, Too!*, *Inspiring Breakthrough*, *Secrets to Live Your Dreams*, *Cancer Has Its Privileges: Stories of Hope and Laughter*

Christine Clifford, CSP was on the career fast track, happily married with two children, and held the key to her dream home. Then, during a routine self-examination, she found a lump in her breast that led to a year of surgery, aggressive chemo, radiation, loss of her hair...and a change in priorities. Four weeks after surgery, she awoke with a vision...cartoons. Over 50 cancer-related cartoons popped into her head. She realized that in all the support, gifts, and calls she'd received, no one brought anything that made her laugh. In fact, she noticed that people were careful to avoid humor around her. Yet, she recognized that laughter provided a necessary release from the tension and even promoted recovery.

Come hear how Christine not only battled her own disease but founded The Cancer Club®, an organization that markets humorous and helpful products internationally to help people with cancer.

Wednesday, September 28, 2005, 1:45 p.m. – 3:00 p.m.



KEYNOTE: Harmonic HealthCare

Don Campbell

Principal, Aesthetic Audio Systems

Author of *The Mozart Effect*

The healthcare environment is often stressful for staff, patients and visitors. New innovations in acoustic and visual design now provide tools to refresh and restore calmness to all levels of care. Using evidence-based methodology and acoustic assessment of waiting areas, staff offices, and public areas, we can "tune-up" the world of care giving.

Don Campbell, author of 17 books on music, healthcare and education, will guide you through the powers that sound can provide for the brain, body and heart. Knowing how sound can stress the body; you can now put practical, logical and creative techniques to work in your own office, automobile and workplace. From long waiting times to stressed deadlines, the uses of sound and music can harmonize each and every day. From jazz to Mozart, world music to ambient sounds...to your heartbeat and brain waves... whether your interest is in care giving, staffing, human services or the art of healing...join the spirit and inspiration of music to enhance your environment with this visionary keynote.

Tuesday, September 27, 2005, 7:00 a.m. – 7:30 a.m.



SPECIAL PRESENTATION: The Art of Healing

George Pressler, AIA, ACHA, FHF1

President

Planning Decision Resources

Since the beginning of time the quest for understanding the mysteries of life and the human body has served as the primary impetus of research, religion, and philosophy. This powerful imagery journey illustrates the history of medicine from almost every culture, civilization, and continent. The art of medicine and healing has been depicted through the ages in painting, sculpture, carvings, pottery, drawings, weavings, and etchings. This opening visual presentation provides us a perspective of the intersecting pathways of progress that has developed since the beginning of the human race, and includes commentary on the re-examination of earlier thoughts of natural remedy and the impact of nature and the environment on healing.

Keynotes
are Open to
all Exhibit Hall
attendees!

A very special thanks to the core team of event advisors:

Joyce Benjamin

Healthcare Consultant
NTD Stichter

Orest Burdiak

Principal Interior Designer
Department of Veteran Affairs

Kevin D. Crook AIA

Director of Healthcare-
Washington, DC
EwingCole

Deborah D'Agostino

Principal
Urbahn, Inc.

Dennis F. Katovsich

Senior Vice President
McCarthy Building
Companies Inc.

Jim Lennon

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Lennon Associates

George Pressler

President
Planning Decision
Resources, Inc.

Fred Sharff

Marketing Director
Aesthetics, Inc.

Leigh A. Walfred

Healthcare Segment
Manager - West
Regional Manager
INVISTA

AGENDA

MONDAY, SEPTEMBER 26, 2005

| | |
|------------------------|-----------------------------------------------------------------|
| 7:30 a.m. - 5:00 p.m. | Registration |
| 8:00 a.m. - 9:00 a.m. | Breakfast |
| 9:00 a.m. - 5:00p.m. | Four Full Day Workshops |
| 12:00 p.m. - 1:30 p.m. | Welcome Luncheon with Symposium Distinction Awards Presentation |
| 1:30 - 2:00 p.m. | Business Break |
| 2:00 - 5:00 p.m. | One Half Day Workshop |
| 6:00 - 10:00 p.m. | Evening Networking Activity |

TUESDAY, SEPTEMBER 27, 2005

| | |
|------------------------|-------------------------------------------------|
| 6:30 a.m. - 6:00 p.m. | Registration |
| 7:00 a.m. - 8:00 a.m. | Opening Breakfast & Address |
| 8:15 a.m. - 9:15 a.m. | Conference Sessions |
| 9:30 a.m. - 10:30 a.m. | Opening Keynote |
| 10:45 a.m. - 3:15 p.m. | Exhibit Floor |
| 12:00 p.m. - 1:30 p.m. | Lunch |
| 1:30 p.m. - 2:30 p.m. | Conference Sessions |
| 2:30 p.m. - 3:15 p.m. | Business Break - Exhibit Floor |
| 3:15 p.m. - 4:15 p.m. | Conference Sessions |
| 3:30 p.m. - 4:30 p.m. | Case Studies (Open to all exhibition attendees) |
| 4:15 p.m. - 5:00 p.m. | Conference Sessions |
| 4:45 p.m. - 6:30 p.m. | Symposium Reception - Exhibit Floor |

WEDNESDAY, SEPTEMBER 28, 2005

| | |
|-------------------------|---------------------|
| 7:30 a.m. - 3:00 p.m. | Registration |
| 7:00 a.m. - 8:00 a.m. | Breakfast |
| 8:00 a.m. - 9:00 a.m. | Conference Sessions |
| 9:00 a.m. - 1:30 p.m. | Exhibit Floor |
| 11:30 a.m. - 12:30 p.m. | Lunch |
| 12:30 p.m. - 1:30 p.m. | Conference Sessions |
| 1:45 p.m. - 3:00 p.m. | Closing Keynote |
| 3:00 p.m. - 7:00 p.m. | Facility Tours |

The conference schedule, speakers and content are scheduled to change. Please visit www.hcaredesign.com for the most up-to-date information as well as full session descriptions.

Earn Continuing Education Credit from these Symposium partners:



Interior Designers: ASID, IDC, IDEC, IIDA, and NKBA recognize the Symposium on Healthcare Design sessions as qualifying for continuing education credit. Each hour of educational content is equal to 0.1 CEU.



Architects: The Symposium is an AIA Registered Provider. Attendees may earn 1 Learning Unit per educational hour.



Facility Planners: This program is registered with IFMA. Certified facility managers (CFMs) who attend will earn certification maintenance points.

Please visit our website for exact number of credits available through attending the Symposium.

SPEAKERS

Some of the industry's biggest names will be presenting at the Symposium. Below is a partial list of speakers as of press time, please visit www.hcaredesign.com for complete list.

- David Allison**
Professor
Clemson University
- Jim Atkinson**
Sr. Healthcare Planner
HDR Architecture
- Carolyn Baross, LEED, AP**
Associate Principal
Perkins+Will
- Dina Battisto**
Assistant Professor
Clemson University
- Kathy Boyle**
Senior Director, Patient Services
University of Colorado Hospital
- Beverly Brandon AIA, RHP**
Partner/Senior VP
Ammon + Brandon
- Barbara Buechler**
Director, Womens Services
New Hanover Regional Medical Center
- James Bynum**
Associate Principal
Perkins + Will
- Dan Callahan**
Director Building Services
DeKalb Medical Center
- Thomas Chessum, AIA**
Vice President, Planning
Palomar Pomerado Health
- Lisa Cini**
President & CEO
Mosaic Design Studio
- Fiona de Vos**
Ph.D. Candidate/Consultant
De Vos Associates
- Michael Doiel**
Senior Vice President
HDR Architecture
- Gloria Drake**
Director, Perioperative Services
Children's Hospitals and Clinics of Minnesota
- Sonya Dufner, ASID**
Senior Associate
Perkins+Will
- Steve Goe**
Senior Vice President
HDR Architecture
- Marcia Jackson Sr.**
Director Facilities
Palomar Pomerado Health
- Doreen Kay, RN, BA, MSC H. ADMIN**
V.P. of Planning
Interlake Regional Health Authority
- Dan Kratz**
Senior Director
Children's Hospitals and Clinics of Minnesota
- Koichi John Kurisu**
COO
Kurusu International, Inc.
- Hoichi Kurisu**
President, CEO
Kurusu International, Inc.
- Ruven Liebhaber**
The PentaView Collaborative
- Choy Leow, AIA**
Director of Architecture
Abbott Northwestern Hospital
- Jean Mah, AIA, ACHA, VEED AP**
Principal
Perkins+Will
- Cyndi McCullough**
Senior Healthcare Planner/
Vice President
HDR Architecture
- Craig McInroy, AIA**
Senior Associate
Anshen + Allen Los Angeles
- J.D. McKibben, AIA, AMA, LEED, AP**
Senior Associate
Perkins+Will/Eva Maddox Branded Environments
- Bill Nation**
Associate Principal
Perkins + Will
- Leslie North**
Principal
Aurora Lighting Design
- Linda Nussbaumer**
Associate Professor
South Dakota State University
- Leo Old**
Senior Consultant
Smith Seckman Reid, Inc.
- James Orlikow**
Principal
LM Architectural Group
- Greg J. Pauly**
Director of Ambulatory Care Development
Massachusetts General Hospital
- Annette Ridenour**
President & Founder
Aesthetics Inc.
- Michael Shanahan, AIA**
Principal
Anshen + Allen Los Angeles
- Per Thorgaard**
Head of Dept. of Anesthesia & Intensive Care
Musica Humana
- Mardelle McCuskey Shepley**
Associate Dean
College of Architecture - Texas A&M University
- Marvina Williams**
Senior Planner
Perkins + Will
- Steve Wiser**
Senior Healthcare Architect
META Associates
- Stephen Yundt, AIA, ACHA**
Principal Director of Healthcare
Anshen + Allen Los Angeles
- Terri Zborowsky**
Healthcare Planner/
Director of Research & Education
Ellerbe Becket

Monday, September 26, 2005, 9:00 a.m. – 5:00 p.m.

PLEASE NOTE: Full-day workshops will break from 12:00 p.m. – 2:00 p.m. for the Symposium Distinction Awards Luncheon and Business Break.

w1: Emergency Departments: Designing to Heal

James Lennon, AIA, ACHA
President
Lennon Associates

The Emergency Department is migrating from the “back of the house” to become the front and center of the hospital. Twenty-five years ago, 25% of the admissions came through the emergency department; today it is closer to 60% and trending upward. New research and design techniques allow architects, designers, facility managers and medical staff to increase patient safety and satisfaction. The hospitals benefit from more timely and appropriate admissions. Facilities and design teams alike will benefit from this interactive daylong workshop that will help to reduce patient waiting and increase both satisfaction and efficiency for all users. A full review of floor plans and current and future technologies for planning will be reviewed and assessed.

w2: Using Research to Inform Healthcare Design

Denise Guerin Ph.D.
Director, *InformeDesign*
University of Minnesota

Caren Martin Ph.D., CID
Director, *InformeDesign*
University of Minnesota

Healthcare designers’ use of research to inform their designs provides significant benefits for clients and users. This workshop details strategies for incorporating research findings into your design process, offering evidence-based solutions to all stakeholders. This will enable you to create design solutions that protect and enhance health, healing, safety, welfare, and the environment. To apply evidence-based design, a designer must understand how to use the basic tools, methods, and principles of research and analysis. Use of *InformeDesign*®, a free Web site considered the gold standard for accessible research on design and human behavior, will be explored. Created by the University of Minnesota and sponsored by ASID, *InformeDesign* is an online database that includes more than 1,000 Research Summaries that are transformed into practitioner-friendly language from 120 refereed journals. This workshop will cover the applicability of research to healthcare design and how design decisions can respond to research.

w3: Top 10 Mistakes in Master Facility Planning

Kevin Crook, AIA
Director of Healthcare-Washington
EwingCole

Joyce Benjamin, RN, MSN
Senior Healthcare Consultant
NTDStichler

Orest Burdiak
Principal Interior Designer
Department of Veterans Affairs

Learn about Master Planning strategies for healthcare facility renewal and long-term survival. Industry experts use the Master Plan process to identify

key steps from beginning to end. The early focus on quality and operational efficiency is built in and not added on. Reviews of design points and how they will ultimately impact users, installation, effective operations and maintenance will be reviewed. The steps that will be covered are:

- Setting the Strategic Context
- Translating Strategy into Space
- Strategic Thinking
- Functional Space Programming and Analysis
- Creating Standards
- Functional Planning
- Space Planning

This will be a highly interactive workshop so be prepared to roll up your sleeves and dig in.

w4: Designing for the Future: Collaboration, Community, Licensure and Alternative Construction Models

David Hitchcock
President and Senior Architect
Aspen Street Architects, Inc

Kathryn Yarbrough
Executive Director
The Rural Health Design Network

Do owners know what they should be asking A&E firms to address? From this intensive workshop you will learn how to provide a framework for establishing an owner-driven collaborative model of planning the design and building of health and wellness facilities. The approach uses the successful history of the Hill-Burton legislation while superimposing twenty first century design and build concepts, juxtaposed to necessary legislative changes in licensure of facilities.

Monday, September 26, 2005, 2:00 - 5:00 p.m.

w5: Sacred Geometry & Second Integrative Medicine

Molly Scanlon, AIA, ACHA
President/CEO
Schmidt Scanlon Gordon

Erminia M Guarneri, MD
Medical Director & CoFounder
Scripps Center for Integrative Medicine
Scripps Clinics

Connecting the Mind/Body/Spirit to Space/Time & Place Using Sacred Geometry. The Dickinson & Gooding Center for Early Detection at the Scripps Center for Integrative Medicine was designed using Sacred Geometry, a spatial proportioning system mathematically justified in 1200 AD, by Leonardo Fibonacci. However, its use dates back to ancient Egypt and is actually found in all living plants, animals and human beings. Sacred Geometry is referred to as Divine Proportion, Golden Section, and the Golden Mean. What makes the spaces you live and work in good space? How can space impact your health and wellness? The practices within Integrative Medicine will be reviewed and how the architecture and design of the recently completed facility are contributing to the health and well being of the patients’ treatment.

TRACK 1:

Master Designer

The voice of the workings of the system: Are the parts and steps in the system performing as planned? This track will provide strategies for measuring and improving processes that cut across a hospital's continuum of care and affect multiple departments, efficiency and patient outcomes. It will highlight a combination of proven approaches plus new, cutting edge ideas from innovative facilities.

Branded Healthcare Environments: Five Steps to an Effective Facility

It's more important than ever, as health systems become increasingly dependent on each other, to become the "place of choice" for consumers. How is it possible to reinforce "the brand" for healthcare consumers? How can it be done throughout a system and in collaboration with all the stakeholders with an eye always for the broadest range of abilities and cultures? Explore this challenge and find solutions that can be put to use today. In this session you will see how a unique, "own-able" Branded Environment can be implemented through cultural, educational and/or therapeutic methods; and reveal the competitive differentiation and benefits that this approach provides.

Interdisciplinary Collaborative Approach to Designing a Green, Therapeutic and Community-Based Healthcare Setting

Healthcare facilities use an abundance of toxic materials, consume more energy and produce more waste than most other building types. Despite positive intentions to promote health, research shows that healthcare settings are unhealthy for its occupants and collectively one of the largest building types destroying natural ecosystems. In response, academic disciplines (Architecture, Landscape, Nursing, and Public Health) are collaborating with city representatives and nationally recognized green building experts to design a state-of-the-art green health clinic. This session will outline the collaborative process and the final design proposal. The interdisciplinary process leading to the shared vision, the measurable goals, and the final building and site program will be outlined. Next, a series of green and therapeutic design strategies for a healthcare building and site will be presented, as well as the design of the green health clinic using an integrated building and site approach.

The Patient's Experience in the ICU

This session is a literature review of research impacting evidence-based design. Sue Baers in *Bed Number 10* wrote eloquently of the challenge of being a patient in an ICU. In order to design appropriate environments for patients in ICU units, three types of literature must be examined; information on the patient experience, information on patient stress and research on ICU syndrome. Much of this literature originates in medical journals rather than design journals. This presentation will conclude with design guidelines.

Color Trend Forecast 2007+

What will interiors look like in the years to come? DuPont Surfaces has identified four key trends in architecture, color and furnishings for 2007 and beyond. This forecast was developed with the BureauMix in London, a leading, color, design and trend studio for both fashion and interiors. In this session architects, interior designers and facility managers will come away with an understanding of upcoming color trends and where they are coming from so they can make the right choices.

Toward a Taxonomy of Healing Garden Design

Most industry professionals now accept the fact that gardens are good for health and healthcare. A garden's effects on outcomes include: pain mitigation, improvement of recovery times, turnover reduction, market share increases, rises in patient satisfaction and positive impacts on a number of other clinical, patient and economic factors. Still poorly understood, however, are the mechanisms through which gardens improve outcomes. Designers of healing environments have developed basic recommendations but lack both a nuanced vocabulary of design features and an understanding of the grammar with which it can be mobilized toward therapeutic work. This session emphasizes practice, by connecting the evidence-based design literature to an extensive review of specific landscape features and methods. The result is a taxonomy of healing garden design, a practical tool which will allow environmental designers to create more effective spaces, assist administrators in evaluating proposals, aid clinicians in creating integrated programming, and inspire scientists to advance our understanding of the symbiotic relationship between nature and human well being.

Music and Healing

Studies have shown that acoustic environments can affect how we feel; how we work, and help balance the body's health and well-being. The design of appropriate auditory environments creates positive mental, emotional and physical experiences and impressions. A summary of evidence based research on music programming for patients in cardiac care, pre/post surgery, and ICU in a variety of hospitals in Denmark.

TRACK 2:

Senior Living Care

Assisted Living, Continuing Care, Independent Living. As the baby boomer generation continues to age, more and more senior living care facilities are being constructed and re-designed. Learn about the unique challenges facing these facilities.

Design Matters

Learn how design can change a residents quality of life for the better. See how to identify key areas of frustration for residents, family and staff such as dining, bathing, activities, wondering, and exteriors and provide design solutions that will solve them. Address over stimulation in dementia and Alzheimer space as relating to visual, auditory and textural senses through a sensible approach to materials used throughout the space to create a friendly, calm, warm inviting environment. Discover how proper design can increase safety of entrances and exits, exteriors, furniture and flooring as well as increase visual openness.

Active Adult—The Continuum Expands

Active adult communities are on the “watch list” for CCRCs (Continuing Care Retirement Communities). Concerns about overlapping markets, losing younger seniors to ACCs and trying to decide whether to compete or form alliances are just some of the decisions facing CCRCs today. This session will present the results of a survey of AAHSA (American Association of Homes and Services for the Aging) members. You will be able to identify what opportunities CCRCs have to expand their continuum to include Active Adult, understand how a CCRC needs to position itself to compete or live in harmony with an Active Adult Community and identify what existing amenities, services, life style choices provided in a CCRC ,with a different marketing perspective, could sell to the Active Adult Market.

Stay Fit and Take A Dip— Guidelines for Your Senior Aquatic Center

The New Senior, The Silent Generation has embraced fitness as a part of their lifestyle. Paramount to the success of any senior community is the inclusion of a aquatic program. This session will focus in on the three key factors you need to know to start your own successful aquatic program:

- Know the benefits of program to community
- Outline the architectural guidelines to design an aquatic center
- Know the health benefits to the senior

Designing for the “Baby Boomers”

As the aging population increases, so does their need for assistance in living. In the past, older people requiring assistance for their day-to-day needs would be admitted into nursing homes. However, many older people are reluctant to be admitted into these facilities because many traditional long-term care facilities are not “homes” but institutions where the elderly exist and wait to die. Baby boomers will expect different options, which will give senior the opportunity to live out their lives in a home-like environment. The purpose of presentation is to discuss the varied possibilities for the future of senior housing.

Accommodating the Surge in Emergency Room Admittance for Elderly

The first point of contact for over 70% of hospital admissions are by emergency room visitors. Nearly 75% of them are seniors. And the number will only grow. What are the design considerations that need to be addressed in new or retrofitted construction that help get patients to where they most need to be, with the services that improve quality of stay?

TRACK 3:

Designing for Technology

Healthcare facilities face daily challenges presented by technology. This track shows how to incorporate technology into your existing environment, the staffing issues that are associated with technology adoption and how these changes will affect everyone within your organization.

Universal Design for Radiological Suites

Designing for the future of technology requires flexibility, the suite controls equipment and facilities for all technologies—MRI, CAT, PET and the new 3-T. Coming away from this session attendees will learn how to make decisions between the four major technologies when incorporating into their design.

Understanding ICRA (Infection Control, Mold Remediation and Risk Assessment)

Controlling nosocomial infections is an extremely important part of all hospital design, especially with the rise of resistant bacteria. Although ICRA standards and guidelines have been published for several years, hospitals are still struggling with how to implement appropriate actions. This presentation includes a review of the health effects of key biological agents, regulatory requirements, infection control risk assessment procedures, and specific controls appropriate for reducing environmental health risks. Every administration will have one or more infection control specialists who will significantly influence design review and approval of interior materials and detailing. You will review successful and unsuccessful examples of infection control management during healthcare renovations and learn techniques for managing infection control risks during construction and renovation.

Lighting in Healthcare: What's on the Horizon?

Creating pleasant spaces that function in a demanding healthcare environments can be a delicate balancing act. Lighting can impact human health and impact a facilities' aesthetic goals, but must also address special room construction restrictions. In this session you will be introduced to the new IESNA RP-29 *Lighting for Hospitals and Health Care Facilities* which identifies how appropriate lighting investments can positively address healthcare facility drivers, highlights the lighting needs of the various constituencies and methods of addressing them and introduces trends in the lighting industry and how they may affect healthcare design.

The Future of Integrated Technologies and the Clinical Environment

Discover the way a staff interacts with building and clinical technology systems while benefiting the patient experience. The presentation will follow a patient's journey through the medical experience and focus on the impact of the various technologies that the patient and clinical staff encounter during the process. We will explore each interaction in the experience, focusing on the most up-to-date technologies available and how they can improve efficiency and patient comfort through well thought out integration and expansion planning. The presentation will also look at critical areas of business operation such as integrated ORs, e-pharmacy and staff communications and then forecast future developments in technology that will continue to evolve the delivery of healthcare in the 21st century.

The New Master Plan: Incorporating New Technologies from Process Start

Learn the importance of designing for flexibility and adaptation of new technologies. The cost per square foot (CSF) for new healthcare construction has gone up dramatically. In 1967 the average CSF for healthcare facilities was \$24. By 2002 that figure had grown to \$120, an increase of over 400%. Much of it is driven by obsolete technologies. Planning forward for maximum flexibility isn't easy and knowing the technological roadmap becomes vitally important. You will take away valuable insight as and strategies to deal with this very fluid landscape.

TRACK 4:***Universal Design:
Designing for the
Whole System***

Facilities are adapting universal design principles. The uniform layout makes it easier for all of the medical personnel and in the end, a better experience for the patient.

Hospital Design and the National Healthcare Initiative

National Healthcare initiatives need to be an instrumental part of hospital program planning, design and construction. In this session you will learn about some of the latest initiatives in healthcare and hear about the processes used to incorporate patient safety and family-centered care in the programming, design, construction and opening of a new hospital on one of the largest health facility projects in the nation. Through this knowledge of national healthcare initiatives, expertise can be established and a competitive advantage can be gained in the process of bidding for healthcare contracts.

Making the Case for Private NICU and Universal PICU Rooms

This session will discuss the characteristics of a special care nursery and a Pediatric intensive care unit designed to fully embrace family-centered developmental care. Existing challenges included limited capacity with fluctuation in census, no space for overflow, limited family space, and concerns for privacy. In addition, project goals, determining bed need, functional and operational efficiency, the patient experience, expansion potential, and designing infrastructure to support emerging technologies will be discussed from the client and planner/designers point of view.

Supersizing the Healthcare Facility: Accommodating the Obese Patient and Visitor

Over 56% of the US population is designated as "obese" and they have numerous health issues. Healthcare facilities must be properly equipped and designed to accommodate these large individuals. The requirements range from stronger furniture, wider doorways, larger toilet rooms

(beyond ADA clearances), and other oversized features. Nursing staffs are concerned about lifting and maneuvering these patients. Radiographic equipment can no longer handle certain weight limits. Life safety egress is also a significant concern. With the size of Americans continuing to increase, healthcare facilities must respond to this trend by reviewing all facets of the construction.

The New Patient Intake Center: Evolution and Revolution

Healthcare facilities continue to evolve, supporting ever-changing demands of operational efficiencies and new technology. Leading-edge healthcare system Sutter Health has implemented an innovative approach to patient admitting. The design of the patient intake center was driven by a desire to be more sensitive to patients' needs. This move toward facility design that reflects true "patient-focused care" is setting the standard for the design of healthcare facilities, as we transition toward a revolution in healthcare services delivery.

Evidence Based Methodologies

Evidence-based project delivery methodologies are constantly being discussed in our industry but with very limited outcomes available. Knowing the applicability of the research being reviewed and translating research into design is necessary to begin applying theories into design and eventually practice. This presentation expresses "real" designs that have been tested through established protocols.

A Vision for Design: The Creation of the Neuroscience/ Orthopedic/ Spine Patient Care Center (NOS PCC)

The design of the NOS PCC at Abbott Northwestern Hospital (ANW) focuses on the integration of elements of ANW's Healing Environment Aesthetic Standards, which includes the principles of feng shui and patient-centered care. This 128-inpatient bed unit located on two floors of the hospital was designed to incorporate the latest technology to aid in meeting patient and safety requirements, including hands-free nurse call, bedside charting, and a ceiling mounted lift system. It includes an inpatient diagnostic area for neurological disorders where patients perform daily living activities but remain tethered to monitoring equipment in their rooms. The design addressed the psychological, social and spiritual needs of the staff, patients and families.

TRACK 5:

Acute Care

Staff and patient efficiencies are critical in acute care facilities. Learn how to achieve these efficiencies while maintaining a healing, non-stressful environment for patients and staff.

Using Evidence-Based Research to Create Better Patient Rooms and Units

For all the challenges facing healthcare, staff shortages are at the top of the list. At the heart of hospital care is the patient room. Accepting and implementing a new standard for patient room design and for accompanying features provides important benefits for staff efficiencies and family and patient involvement in care. Understand the importance of placing staff closer to the patients and tools they need to do their work. Same-handed rooms and unit design will be presented with accompanying benefits to staff, patients and families. The benefits of using a mock-up room for staff participation in design development will be highlighted.

The Quest for Innovation—Aligning Community Benefit and Organizational Strategy

Palomar Pomerado Health (PPH) is a public district hospital system that covers 800 square miles. To meet the growing community's needs, update aging infrastructure systems and to integrate advances in medical technologies, PPH is planning significant improvements to their facilities (\$753 million project cost). Two years ago PPH was viewed as a second or third tier health provider, struggling financially and burdened by out-of-date facilities with a culture mired in the past. Along came a newly appointed CEO who in conjunction with the Board forged a new vision ("to be the health system of choice and recognized nationally for the highest quality of care") and has challenged PPH staff to rethink how they approach their work. This led the efforts in getting a \$500 million bond passed.

Creating Exemplary End-of Life Settings in Healthcare Facilities

See how the partnering of hospital and hospice can develop cost-saving inpatient units in under-utilized space. Hospital executives are looking to improve, and more economically serve, their communities end-of-life needs, by providing dedicated units for terminally ill patients. Hospice inpatient care reimbursement and regulatory requirements will be delineated. All stakeholders will benefit from understanding the inter-related objectives of sound business modeling and design of a healing environment.

Designing for the Humidity Control in the Operating Rooms—Desiccant Dehumidification

Battling for control of the humidity within the operating rooms, HEALTHSOUTH retrofitted the existing chilled water-based Air Handling Unit with a desiccant-based Air Handler in their flagship medical center. This case study shows results, design parameters and practical options for hospitals.

- Understand how a desiccant dehumidification system operates.
- Evaluate the causes of the humidity problems currently being experienced within the hospital.

Interdisciplinary Mission of Academic Medical Centers

Exploring the impact of translational research on facility design, strategic alliances and joint ventures, new technological tools in medical education, and campus planning. We as programmers, planners, designers, and architects have a vital role to play as the interdisciplinary trend continues, both at academic medical centers and within individual disciplines. "Translational research" occurs when basic scientific research is translated through process development and clinical trials to clinical applications for patient care. It is not a linear process but rather a loop; what is learned at the bedside is also taken back to the bench. Translational research binds research, education, and patient care ever closer.

Community Focus: Building in an Urban Setting for Rehabilitative Care

See how the Detroit Medical Center faced the challenges of needed growth for rehabilitative care, combined with competition and the teaching mission of the facility. The challenge was to expand and accommodate all amenities within a constricted urban site. The objective was to create a new image for the Institute. The focus of this session will include community involvement with an introduction to Wellness in an Urban Environment, as well as developing a new image that provides a competitive market improvement.

TRACK 6:***Ambulatory and Specialty Surgical Centers***

Ambulatory care facility design is patient-oriented while blending the provider's need for comprehensive and efficient treatment with the patient's desire for a humanized environment that promotes comfort and confidence in the healthcare system.

Fast-Tracking an Ambulatory Facility Through a "Design-Build" Approach

The traditional construction approach of "plan, bid, build" was recognized to be too slow (2+ year) to meaningfully address Children's Hospitals and Clinics of Minnesota's immediate issues. The solution took the form of using the "design-build" construction methodology. This approach also incorporated Children's five year history of involving families in the initial stages of planning. The session will include the pros and cons of the design-build approach, will review those elements that make design-build a reasonable risk to assume, and will show the time, costs, and program advantages that resulted from this project. Results achieved from this approach included the completion of the new surgical component within one year and completion of the full project within 18 months.

Design That Kills—Why Patient-safe Design Should Be the Focus of Facility Development

Hospital design has progressed since the days of the Greeks and while modern hospitals are safer than ever, medical errors and mistakes, to which building design actively contribute, still claim 98,000 Americans every year. This session will provide a brief exploration of the history of hospital design and present a strong case for modification of the design process so that admission to a hospital will become a less risky proposition than being catapulted off a carrier deck in Navy fighter plane, operating a nuclear power plant, or skydiving.

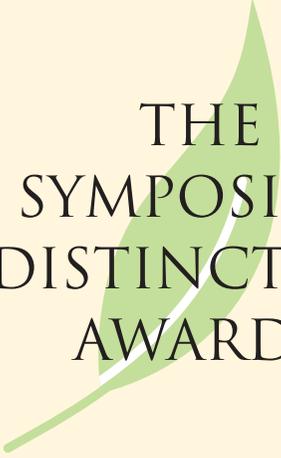
Reinventing the Doctor's Office: Building a New Practice Model Outpatient Care

Key team members explain the dynamic ideas that shaped the Yawkey Center for Outpatient Care, the largest ambulatory care center in New England, completed in 2005. Discussion will focus on goals, guidelines, operational changes, project approach and design solutions from a MGH administrator and the P+W project planning and design team. 25 disparate practices were brought together, implementing a re-tooled ops model, new space and interior standards. Economies of scale met in the 370,000 DGSF facility, all with the objective to better serve patients and families while improving access and increasing throughput. Learn how they solved these challenges.

Plotting a Course for Durable, Adaptable Healthcare Facilities

This course will introduce participants to process mapping, an emerging tool in healthcare strategic facility planning. The President of the Institute for Healthcare Improvement has said process mapping "could be the single biggest improvement of healthcare in the next five years," allowing hospitals to identify and eliminate bottlenecks that create chronic delays and overcrowding. Employing process mapping in the planning stage of new and/or renovated healthcare facilities inherently increases the quality of the design undertaken.

The conference schedule, speakers and content are scheduled to change. Please visit www.hcaredesign.com for the most up-to-date information as well as full session descriptions.



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.

Sponsored by:



To download nomination forms for the 2005 Symposium Distinction Awards please visit www.hcaredesign.com/awards.asp

Award Categories

■ Team Award

The Team Award focuses on a project team that has worked together to change the face of healthcare design through innovation, creativity, efficiency and teamwork.

■ User-Centered Award

The User-Centered Award recognizes a healthcare design project or facility that best reflects and balances the requirements of patients, their family and practitioners.

■ Individual Award

The Individual Award seeks to distinguish individuals in the fields of architecture, interior design, and facility management that have displayed leadership and vision within their organizations or project teams, and gone above and beyond to enhance the healing environment.

■ Product Award

The Product Award recognizes innovative new products that contribute to the enrichment of a healing environment through their unique design and operational support. Grand prize awards will be presented to those outstanding new products whose unique design contributes to the enrichment of a healing environment in each of the following product categories:

- Most Innovative
- Most Sustainable
- Best Cost/Quality Relation
- Architects' Choice
- Best in Show

Judges

The Symposium Distinction Awards will be judged by a panel of industry professionals chosen for their vast knowledge and expertise in architecture, design, and facility management.

Our esteemed panel of judges:

- Doug Wignall, Principal, HDR
- Jean Young, Young & Co., Inc.
- Marc Budaus, HKS, Inc.
- Frank Nemeth, AIA, Hammel, Green and Abrahamson

Awards Reception

Winners will be announced at the Symposium Distinction Awards luncheon on Monday, September 26th, 2005 during the Symposium on Healthcare Design.

Winners will receive:

- An award designating them as the 2005 recipient of the Product Award, Team Award, User-Centered or Individual Award.
- Signage to display in their booths or gallery (products, user-centered project/facility and design team only) for during the event.
- Company name, logo, and award designation featured on the Symposium on Healthcare Design and FacilityCare magazine printed pieces and web sites

CASE STUDIES

Tuesday, September 27, 2005, 3:30 p.m. - 4:30 p.m.

Saint Clare's Hospital—Weston, Wisconsin Designing for 300% Future Growth

Learn from this case study focusing on the design of a start-up Community Hospital in central Wisconsin and the planning efforts associated with the goal to grow the facility to a Regional Referral Hospital in the future.

Remodeling vs. New Construction—The Gimli Integrated Community Health Centre

This session will present the transformation of the obsolete Gimli Hospital into a new 50,000 square foot Integrated Health Centre. It will outline the issues of a community with high seasonal population peaks and the Health Authority's role in regional priorities, P/D objectives, evidence based need, political prioritization, and community funding. The session will graphically illustrate the "new" IHC with plan graphics, images of the original building and A/ID design outcome. The concluding portion will summarize the process, planning and implementation as well as "lessons learned".

Thunder Bay Regional Health Sciences Centre

Challenging Accepted Truisms in Healthcare Architecture. Thunder Bay is the first new green field hospital in Ontario under the Province's new Restructuring Directives. The presentation will show how award-winning innovation in hospital design was achieved while meeting specific client goals and Ministry of Health standards. It will explain the techniques for approval and use of wood and highlight benefits including: community integration and pride; staff retention and recruitment; increased patient well-being; reduced user stress; fiscal and fundraising efforts; sustainability including passive solar gain, storm water management and aeration; and offer quantifiable data.

Understanding and Quantifying the Necessity and Benefits of a Healing Environment

Maria Fareri's Children's Hospital conducted a 3-year study before and after their move into a new building. The conclusion of the study was a conceptual model of a children's hospital as a healing environment. You will review the goal of the study, description of the research, methods used and be presented with the results before and after.



FACILITY TOURS

Wednesday, September 28, 2005, 3:00 p.m. - 7:00 p.m.

The most innovative facilities in greater Atlanta will welcome you to tour their locations and discuss their design, planning and construction choices. Enjoy this excellent educational, inspirational and networking opportunity. Visit our website (www.hcaredesign.com) for the final list of facilities as they are still being confirmed at this time. Buses depart from the Hyatt Regency Atlanta promptly at 3:00 p.m. and return at approximately 7:00 p.m. on Wednesday September 28, 2005.

2005 Local Host Group

Our 2005 Local Host Group includes representatives from some of the most prominent organizations in the Atlanta area. These folks will be welcoming and promoting the Symposium to the Greater Atlanta Community. We thank them for their dedication and support of the Symposium.

Pamela G. McTeague CHE, RD, FCSI
Senior Consultant
The Schachinger Group

Barbara Kwasney
Territory Manager, Southern Region
Springs Window Fashions LP

Denise Wilie, ASID
Senior Project Manager Associate
Planning & Design
Heery International

Pam Black
Clinical Project Director
Children's Healthcare of Atlanta

Colleen Thompson
Southeast Regional Manager
TOLI International

The Exhibit Floor

Visit the suppliers of everything from flooring, wayfinding and lighting to furniture. Talk with manufacturers and colleagues about your design needs. Investigate your options for designing and creating aesthetic and effective facilities. The Symposium on Healthcare Design gives you the opportunity to get your hands on the products that will go into your facility and talk to the manufacturers that supply them. Exhibitors will represent the following segments:

- Air Purification
- Architects/Designers
- Art
- Charting Systems
- Construction/Build
- Energy Consultant
- Fabrics
- Flooring
- Furniture
- Helipads
- Interiors
- Landscape Design
- Lighting
- Medical Equipment
- Paint
- Planning/Design
- Security
- Sterilization/Disinfections
- Signage/Wayfinding
- Technology
- Transport Systems
- Wallcoverings & Surfaces
- Waste Management
- Window Treatments

EXHIBIT HALL HOURS:

Tuesday, September 27

10:45 a.m. - 3:15 p.m.

4:45 p.m. - 6:30 p.m.

Wednesday, September 28

9:00 a.m. - 1:30 p.m.

More than 50 companies will be on the exhibit floor, the following is a partial list of as press time. Please visit www.hcaredesign.com for an updated listing.

- Amtico International
- APCO Sign Systems
- ASI-Modulex
- Benjamin Moore
- Centiva by International Floors of America
- Ecos Environmental Design, Inc.
- Eykon Wallcovering Source
- FacilityCare
- The Falcon Companies
- FEC Heliports
- Forbo Linoleum Inc.
- Gene Burton & Associates
- InPro Corporation
- KWALU
- Mincey Marble Manufacturing
- Mosaic Design Studio
- Nora® Rubber Flooring
- Skyfold Autolift Wall Systems
- SpecTrim Building Products, LLC.
- STERIS Corporation
- Toli International
- Willoughby Industries, Inc.

REGISTRATION CODES

Space in workshops and facility tours are on a first-come, first served basis. Be sure to check the appropriate codes when you register, to secure your place.

WORKSHOPS

- W1** Emergency Depts:
Designing to Heal
- W2** Using Research to Inform
Healthcare Design
- W3** Master Planning
- W4** Designing for the Future
- W5** Sacred Geometry

CONFERENCE TRACKS

- T1** Master Design
- T2** Senior Living Care
- T3** Designing for
Technology
- T4** Universal Design:
Designing for the
Whole System
- T5** Acute Care
- T6** Ambulatory and Specialty
Surgical Centers

PLEASE NOTE: Your conference track selection helps us in planning onsite logistics. If you register for an ALL ACCESS PASS you may attend any conference sessions.

Welcome Reception

Tuesday, September 27, 4:45 p.m. – 6:30 p.m.

Join your fellow attendees for a welcome reception on the exhibit floor. You will find refreshments and plenty of networking opportunities with your fellow attendees, speakers and sponsors.

Travel Information

The official hotel of the Symposium on Healthcare Design is the Hyatt Regency Atlanta. Discounted rates are available to Symposium attendees through September 5, 2005. Call 800-233-1234 for reservations. Be sure to mention the Symposium on Healthcare Design/JD Events to receive the special rate of \$199/single or \$224/double.

R E G I S T R A T I O N



September 26–28, 2005
Hyatt Regency Atlanta
Atlanta, GA

HOW TO REGISTER:

WEB www.hcaredesign.com

FAX 203-371-8894

PHONE 203-371-6322

MAIL SHCD c/o JD Events
 5520 Park Avenue,
 Suite 305
 Trumbull, CT 06611

ABOUT YOU

To process your registration, the information below must be complete.

1. Which of the following best describes your industry? (Select One)

- A Architecture/Construction
 B Government/Military/Defense
 C Interior Design Firm
 D Long Term Care Facility
 E Manufacturer (Computer)
 F Manufacturer (Non-Computer)
 G Medical/Healthcare
 I Medical/Scientific Association

2. Which of the following best describes your job function? (Select One)

- A Analyst/Consultant
 B Corporate Management (VP/General Manager/Department Manager)
 C Engineer/Architect
 D Executive Management (CEO, CFO, COO, CKO, President, Principal, Owner)
 E Facility Manager/Planner
 F Healthcare Executive
 G Healthcare Practitioner
 H Interior Designer
 I Manufacturer/Vendor
 J Sales/Marketing
 K Other

3. How many employees work for your organization (all divisions and locations)? (Select One)

- A Less than 50
 B 50 – 99
 C 100 – 499
 D 500 – 999
 E 1,000 – 4,999
 F Over 5,000

4. What is your involvement in the purchasing decisions at your company? (Select One)

- A Final
 B Evaluate/Specify
 C Influence
 D Recommend/Determine Need
 E No Role

5. Will you be starting healthcare design project in next 12 months? (Select One)

- A Currently Involved in a project
 B Yes
 C No
 D Do Not Know

6. How did you hear about this event? (Select One)

- A Brochure/Mailer/Postcard
 B Print Advertisement
 C Online Advertisement
 D Email
 E Industry Association/Organization
 F Referral
 G Other

7. Is this your first Symposium? (Select One)

- A Yes
 B No

8. Do you want your contact information (excluding phone, fax and email) included in the attendee list? (Select One)

- A Yes
 B No

Cancellation and Policies:

Space in workshops and facility tours are on first-come, first served basis. Include the appropriate codes when you register to secure your place. JD Events reserves the right to close registration for sessions if necessary. The Symposium on Healthcare Design is a trade event and no one under the age of 18 will be admitted. Cancellations received by August 1st, 2005 will receive a full refund. After August 1st but before August 29th you will receive a full refund, minus a \$350 processing fee. After August 29th, 2005 no refunds will be issued. Substitutions may be made at any time and without charge. All substitutions and cancellations must be submitted in writing to JD Events. All registrations must be paid in full within four weeks of their receipt from JD Events. At that time if payment has not been received attendees will lose their space in workshops, tracks and/or special events. You will still be liable for the registration fee. All registrations must be paid in full by September 16th, 2005. JD Events reserves the right to provide qualified substitute speakers in the event of emergency, illness or other like event. If for any reason JD Events has to cancel a workshop or track session the attendee is still responsible for the full amount of their registration fee. JD Events will make every attempt to immediately notify registrants of any changes or cancellations.

The following information must be filled in completely for your registration to be processed and to receive the appropriate registration rate.

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

WEBSITE _____

I would NOT like to receive offers from third party organizations affiliated with the Symposium on Healthcare Design via email.

Check here if you require special assistance onsite and describe your needs below:

SELECT YOUR REGISTRATION PACKAGE

| | DEADLINES: | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|----------------------------------|-----------------------|
| | EARLY BIRD Before Aug. 29 | LATE ADVANCE After Aug. 29 | ONSITE Sept. 26-28 |
| <input type="checkbox"/> ALL ACCESS PASS (A1) INCLUDES: 1 one-day Workshop, 2 days of Conference Sessions, 2 days of Exposition, 2 Keynotes, All Conference Documentation, 1 Facility Tour, 3 days of Continental Breakfast and Lunch and Opening Reception <i>Please indicate your selections:</i> WORKSHOP: <input type="checkbox"/> W1 <input type="checkbox"/> W2 <input type="checkbox"/> W3 <input type="checkbox"/> W4 <input type="checkbox"/> W5 CONF. TRACK: <input type="checkbox"/> T1 <input type="checkbox"/> T2 <input type="checkbox"/> T3 <input type="checkbox"/> T4 <input type="checkbox"/> T5 <input type="checkbox"/> T6 (Track you are "most likely" to attend) FACILITY TOURS: <input type="checkbox"/> I'm interested, contact me | \$995 | \$1195 | \$1295 |
| <input type="checkbox"/> EXHIBIT & KEYNOTE PASS (EK) INCLUDES: 2 days of Exposition, 2 Keynotes, Case Studies and Opening Reception | \$0 | \$0 | \$50 |

GROUP RATES
 are available for
 groups of 3 or more.
 Call 631-725-8645
 for more info!

Government and academic pricing is available by calling 203-371-6322

PAYMENT INFORMATION

Enclosed is a check or money order payable to JD Events/Symposium on Healthcare Design.

AMOUNT: \$ _____

I'm registering for the exhibit and keynote pass—no payment necessary)

Please charge my registration to the credit card indicated:

MasterCard VISA American Express

ACCOUNT # _____ EXP. DATE _____

CARD HOLDER'S SIGNATURE _____

NAME AS APPEARS ON CARD (please print) _____

NOTE: Corporate POs are not accepted

If you need accommodations that meet the regulations of the American with Disabilities Act please call at least seven days prior to the event.

REGISTRATION CONFIRMATION: You will receive email confirmation within 72 hours of receipt. If you do not receive confirmation contact customer service.

IN A HURRY? REGISTER ONLINE AT www.hcaredesign.com

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Suite 305
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INDICIA



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Atlanta, GA



The one event for the entire healthcare design team.

Register by August 29 and SAVE \$300!