

# Economics Efficiency Energy & Environment:



## Making the 4Es Work Together in Healthcare

### Brought to You By

IFMA Healthcare Council  
and  
Corporate Realty, Design &  
Management Institute

### 2011 Schedule

Cincinnati/Columbus	Apr. 19
San Francisco	May 10
Portland	June 9
Toronto	June 15
Philadelphia	Sep. 14
Washington DC	Sep. 16
Houston	Sep. 22
Minneapolis	Oct. 6
Seattle	Oct. 12
Cleveland	Nov. 10
Baltimore	TBD
Los Angeles	TBD

### Half-day Seminar

Starting times for each city posted  
at [www.squarefootage.net](http://www.squarefootage.net)

### Tickets

\$99 At the Door  
\$89 Advance  
\$69 IFMA 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  
Philips  
Schneider Electric  
Tremco

### 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:**

- ▶ How the best performing hospitals are generating energy savings, setting their priorities, and measuring results
- ▶ How to appropriately address the first cost vs. life cycle cost debate, and select the appropriate metrics to frame your case
- ▶ How effective use of negative economic consequences heads-off bad decisions in design, construction, and renovation of high performance hospitals
- ▶ The no problem approach when told there's no capital budget. Where to find the most economical improvements in your facility when capital funds are scarce, and identify the small items that add to big savings
- ▶ Where architects, designers, and engineers are thinking out of the box on behalf of their healthcare clients
- ▶ Where the most significant advances in building materials and technology are occurring and where it's saving the most money in healthcare facilities
- ▶ How hospitals are balancing durability, sustainability, and cost issues and finding the best tradeoffs
- ▶ Measuring sustainability programs – Lessons learned from across the U.S. Who's effectively changed their culture and how they accomplished it

### Panel of Experts:

In each city, a panel of healthcare experts is being selected to give attendees an opportunity to question, quiz, and challenge any aspect of design, construction, and maintenance of a healthcare facility.

### Brought to You By:

The educational team at the Corporate Realty, Design & Management Institute and IFMA Healthcare Council that delivered "High Performance Hospitals" and "Making Sense Out of Sustainability in Healthcare" in 36 cities over the past 3 years. These organizations are committed to delivering high quality educational events in local venues throughout North America.

### 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"



Corporate Realty, Design & Management Institute@  
[squarefootage.net](http://squarefootage.net)

