

"Luxury hospital units increase cash flow and are indicative of the evolution toward more broad-based, consumer-oriented patient care."

American Hospital Association

ACI's 9th National Conference On... ADDING, UPDATING AND EXPANDING UPSCALE HOSPITAL FACILITIES AND PATIENT SERVICES

MARCH 11-13, 2009 * RONALD REAGAN UCLA MEDICAL CENTER * LOS ANGELES, CA

Highlighting the latest trends, best case studies, hands-on experiences, and innovative strategies from America's top hospitals featured on The U.S. News & World Report List and from other prestigious organizations! Hear Unique, Innovative Case Studies Demonstrating What These Successful Organizations Have Done to Achieve Service Excellence, Stay Competitive and Exceed Patient Expectations

*** INCLUDES AN IN-DEPTH SITE-TOUR OF RONALD REAGAN UCLA MEDICAL CENTER***

DISTINGUISHED SPEAKING FACULTY INCLUDES

Lea Ann Cook, RN, MSN, Director of Patient & Guest Services, International Relations, UCLA HEALTH SYSTEM, Los Angeles, CA

Kelly Abramson, Administrative Director, Patient Facilitated Services [PFS]-International Programs UPENN HEALTH SYSTEM, Philadelphia, PA

Cheryl Boberick, Clinical Director UPENN HEALTH SYSTEM, Philadelphia, PA

Alice L. Baker, F12 Patient Liaison THE METHODIST HOSPITAL, Houston, TX

Sherry Harris, Nursing Director THE METHODIST HOSPITAL, Houston, TX

Kathleen Balestreri, Director of Concierge Services UCSF Medical Center, San Francisco, CA

Cindy Lima, Executive Director, Mission Bay Hospitals Project UCSF Medical Center, San Francisco, CA

Sarah Kabat-Soule, Director, Executive Health Program – Anschutz Pavilion UNIVERSITY OF COLORADO HOSPITAL, Aurora, CO

Niklas Moeller, Vice President LogiSon Acoustic Network, Burlington, Ontario

Stephanie Axelrod, Director, Centennial Project and Major Gifts CHILDREN'S HOSPITAL AND REGIONAL MEDICAL CENTER, Seattle, WA

Patrick Hagan, President and Chief Operating Officer CHILDREN'S HOSPITAL AND REGIONAL MEDICAL CENTER, Seattle, WA

Michael Brown, Principal NEWSON BROWN ACOUSTICS, Los Angeles, CA

And more...!

LEARN ABOUT:

- Future trends, challenges, opportunities in today's competitive healthcare market
- New business models to enhance revenue and improve operational efficiency
- Meeting and exceeding the higher expectations of baby boomers by offering "luxury hotel"- like hospital accommodations
- Providing a market focus for brand name, increasing market share and building brand identity
- Achieving excellence in customer service and maximize reputation by establishing upscale settings, and offering additional non-clinical services such as sample amenities or spa services
- Effectively managing guest services and hospital VIP suites
- Integrating building design and new technology to help achieve competitive advantage and improve quality of care
- Effectively measuring and analyzing the results that a healing environment can create
- Exploring and learning more about how to implement the premiere concept/VIP services to hospitals
- Strategies on how to explore the impact of service excellence on hospital success and encourage staff members to have a positive attitude about customer service
- Designing a people-focused hospital and creating a healing environment
- Strategies on how to improve employee satisfaction and patient satisfaction while increasing hospital finances
- How to build Guest Service Centers into a hospital
- Sustaining culture of service
- Financial aspects of Upscale Facilities

And many more!

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HEALTHCARE DESIGN

Inside Healthcare

**"DON'T MISS OUR EXCLUSIVE PRE-CONFERENCE WORKSHOP"
PRESENTED BY LOGISON ACOUSTIC NETWORK, Burlington, Ontario**

REGISTER TODAY! Contact Akin Akinsanya at Phone: 312 780 0700 Ext: 117 Fax: 312 780 0600 Email: aakinsanya@acius.net

UPSCALE HOSPITAL FACILITIES AND PATIENT SERVICES

MARCH 11-13, 2009 * RONALD REAGAN UCLA MEDICAL CENTER * LOS ANGELES, CA

PRE-CONFERENCE WORKSHOP: WEDNESDAY, March 11, 2009

**2:30PM – 3PM
3PM - 5PM**

REGISTRATION

A QUIET, PRIVATE SPACE – APPLICATIONS FOR SOUND MASKING IN HOSPITAL ENVIRONMENTS

Attendees are introduced to the topics of noise, speech privacy and acoustics in hospital environments, followed by an explanation of sound masking technology and its applications and benefits. Brief case studies will review current situations where sound masking has been used to address noise, acoustic comfort, and speech privacy in both new and retrofit projects. Session highlights will include:

- Sources of noise in hospital environments
- The impacts of noise and poor acoustics
- Acoustical goals
- Methods of controlling noise
- Sound masking technology
 - Introduction
 - Benefits
 - Installation options
- Case studies
- Sound masking trials

Workshop Facilitator

Niklas Moeller, Vice President

LogiSon Acoustic Network, Burlington, Ontario

Michael Brown, Principal

NEWSON BROWN ACOUSTICS, Los Angeles, CA

With experience in virtually every aspect of the sound masking industry including manufacturing, R&D, installation, sales, marketing, and international market development, Niklas knowledgeably discusses the growing use of sound masking in hospital and other healthcare applications. He is a frequent presenter on the subject of acoustics to facility organizations, corporations and conferences.

CONFERENCE DAY ONE: THURSDAY, March 12, 2009

**7:30AM – 8:30AM
8:30AM –
8:30AM – 9:45AM**

REGISTRATION & CONTINENTAL BREAKFAST & EXHIBITS

WELCOME AND OPENING REMARKS

KEYNOTE ADDRESS: IMPROVING THE PATIENT EXPERIENCE: WELCOME TO THE RONALD REAGAN UCLA MEDICAL CENTER

This presentation will discuss how UCLA Medical Center has created and integrated an entirely new Guest Service Program in a large, complex, academic medical center on the brink of moving from a 55 year old building into a gorgeous state-of-the-art medical center. The presenter will share what is unique about their patient populations and organization, what they learned from other best practices and what some of their challenges are. Session highlights will include:

- New amenities and services - material selection
- Implementation process and how it is working
- Various measurement techniques that are being used
- Challenges, successes and lessons learned

Lea Ann Cook, RN, MSN, Director of Patient & Guest Services, International Relations

UCLA HEALTH SYSTEM, Los Angeles, CA

9:45AM – 10:45AM

GROWING YOUR BRAND, INCREASING PATIENT VOLUME AND EXCEEDING CUSTOMER EXPECTATIONS: SERVICE EXCELLENCE MEETS QUALITY CARE: A CASE STUDY

This interactive case study session will focus on the design and implementation of an upscale hospital unit and provide you with key strategies on how clinical criteria meet service. Presentation highlights will include:

- The design of an upscale unit within acute care
- Identifying standards essential for this unit
- Identifying key elements for measuring success

Kelly Abramson, Administrative Director, Patient Facilitated Services [PFS]-International Programs

UPENN HEALTH SYSTEM, Philadelphia, PA

Cheryl Boberick, Clinical Director

UPENN HEALTH SYSTEM, Philadelphia, PA

10:45AM – 11:15AM

MORNING REFRESHMENT BREAK AND EXHIBITS

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11:15AM – 12:15PM

HARDWIRING MADE EASY: TRANSFORMATION THROUGH ENGAGEMENT, SERVICE EXCELLENCE AND PERFORMANCE IMPROVEMENT

Children's Hospital recognized that to become a truly great institution, indeed the best children's hospital, a direct and focused approach to improvement needed to occur. Children's has successfully integrated three distinctly different yet related initiatives and is becoming a lean organization, staffed by highly engaged medical staff and employees who have begun to embody a service excellence approach. Participants will learn how to hardwire improvements using the customer service philosophy of Quint Studer, the lean methodologies of the Toyota Production System, and the staff and faculty engagement principles of the Gallup Organization.

**Stephanie Axelrod, Director, Centennial Project and Major Gifts,
CHILDREN'S HOSPITAL AND REGIONAL MEDICAL CENTER, Seattle, WA**

**Patrick Hagan, President and Chief Operating Officer,
CHILDREN'S HOSPITAL AND REGIONAL MEDICAL CENTER, Seattle, WA**

Ranked as one of the best children's hospitals in the country by U.S. News & World Report and Child magazines, 250-bed Children's Hospital and Regional Medical Center in Seattle, Washington serves as the pediatric referral center for Washington, Alaska, Montana and Idaho. Celebrating its centennial year, Children's provides excellent patient care with compassion and respect, and conducts cutting-edge pediatric research. We also serve as a respected educational resource for parents and healthcare professionals alike. With the most advanced diagnostic and therapeutic equipment, we specialize in meeting the unique physical, emotional and developmental needs of children from infancy through young adulthood.

**12:15PM – 1:15PM
1:15PM – 2:15PM**

**CONFERENCE NETWORKING LUNCHEON
GOOD NIGHT AND GOOD LUCK: THE EFFECTS OF HOSPITAL NOISE ON SLEEP**

This presentation will review the noise conditions in hospitals and their impacts on sleep. We will review research on the effect of noise on sleep and consider ways to improve sleep quality and quantity.

**Niklas Moeller, Vice President
LOGISON ACOUSTIC NETWORK, Burlington, Ontario**

**2:15PM – 2:45PM
2:45PM – 3:30PM**

**AFTERNOON REFRESHMENT BREAK AND EXHIBITS
INTERACTIVE PANEL DISCUSSION**

PANEL

This panel will bring together hospital executives representing several hospitals and health systems that have upscale units. Panelists will discuss their experiences with such issues as: program and practice development, staffing and training issues, selecting amenities, increasing patient and employee satisfaction; measuring and maintaining clinical excellence, improving outcomes, challenges with reimbursement and more. Interactive audience participation is strongly encouraged. Further details on the panel members will be announced shortly.

**3:30PM
3:30PM – 5:00PM**

**CLOSE OF DAY ONE
RONALD REAGAN UCLA MEDICAL CENTER SITE TOUR**

TOUR

This conference features an interactive tour of the state-of-the-art Ronald Reagan UCLA Medical Center located in Los Angeles, CA. The new center, which will house the UCLA Medical Center, Mattel Children's Hospital UCLA, and the Stewart and Lynda Resnick Neuropsychiatric Hospital at UCLA, is a technological and architectural masterpiece designed to meet the evolving needs of a 21st-century patient care and research center. It was built with more than 3 million pounds of travertine marble imported from Tivoli, Italy, and will feature the latest technology, including wireless access to reports, lab results, clinical imaging and patient vital signs; audiovisual communications; diagnostics; robotics; imaging systems; and advanced audio and high-resolution video conferencing capabilities.

The new building also features 520 large, private patient rooms, sun-filled views, daybeds to accommodate family members, wireless Internet access, room service with customized meals, outdoor play areas for pediatric patients, gardens and more. In addition, the entire facility is surrounded by green spaces, natural light, high-quality woods, carpeting, fountains and open terraces to inspire and welcome patients, guests and staff.

Transportation details will be announced shortly.

5:30PM – 7:00PM

NETWORKING RECEPTION

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CONFERENCE DAY TWO: THURSDAY, March 13, 2009

8:00AM – 8:30AM

8:30AM – 9:30AM

CONTINENTAL BREAKFAST & EXHIBITS

**ACHIEVING SERVICE EXCELLENCE AND IMPLEMENTING STANDARDS OF QUALITY SERVICE:
CASE STUDY IN EXCELLENCE**

Key discussion points will include:

- Developing service standards that will meet and exceed customer expectations
- Quality Service Training for your employees
- Discovering tools for understanding customer needs
- Identifying strategies and tactics for maximizing service
- Developing a plan that adapts Disney methods to your own organization
- Creating a culture of service
- Explore the key components necessary to achieve sustainable results over time.
- Learn how leadership needs to “think and behave” differently to lead a high-performing organization

Alice L. Baker, F12 Patient Liaison

THE METHODIST HOSPITAL, Houston, TX

Sherry Harris, Nursing Director

THE METHODIST HOSPITAL, Houston, TX

9:30AM - 10:45AM

**UCSF MEDICAL CENTER IN 2015: DESIGNING PROGRAMS AND FACILITIES WITH
“THE WOW FACTOR!”**

Set to open in 2014, the transformative Children’s, Women’s and Cancer hospitals at UCSF Medical Center Mission Bay promise to advance health through cutting-edge technology and services in a stunning and healing environment for patients and families. Learn how these innovative facilities were designed to meet unique program needs, achieve cost and operational efficiencies and inspire an ambitious fundraising effort.

Kathleen Balestreri, Director of Concierge Services

UCSF Medical Center, San Francisco, CA

Cindy Lima, Executive Director, Mission Bay Hospitals Project

UCSF Medical Center, San Francisco, CA

10:45AM – 11:15AM

11:15AM – 12:15PM

MORNING REFRESHMENT BREAK AND EXHIBITS

**BUILDING AND IMPLEMENTING AN EXECUTIVE HEALTH PROGRAM: CREATING THE OPTIMAL
PATIENT EXPERIENCE**

This session will discuss the benefits of an Executive Health Program in a hospital setting. Key discussion points will include increasing the number of patient referrals and patient satisfaction scores, cost analysis and such.

Sarah Kabat-Soule, Director, Executive Health Program – Anschutz Pavilion

UNIVERSITY OF COLORADO HOSPITAL, Aurora, CO

12:15PM – 1:15PM

1:15PM – 1:30PM

CONFERENCE NETWORKING LUNCHEON

CLOSING REMARKS/OFFLINE DISCUSSION

Conference participants are encouraged to close out their conference experience by having a few refreshments and taking this time to meet with solution providers and for last minute networking, business card exchange and to discuss the day’s issues.

WHO WILL ATTEND

Executives from Hospitals and Healthcare Systems. Primary Titles Include:

Administrative Directors/VPs/Directors of Guest & Support Services

Hospital Administrators/Assistant Administrators

VPs/Directors of Hospital Services

Directors of Patient Care Services

Facility planning administrators

Strategic Planning administrators

CEOs/Presidents

COOs

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CONTENT AND THEME

Dear Healthcare Executive:

With the rise of baby-boomers, healthcare marketplace is becoming more consumer-oriented and this new generation is more demanding for better service and care proven to work. To meet the demands and expectations of today's healthcare consumer, remain competitive in an ever-changing healthcare environment, and provide better service while dealing with rising costs & economic challenges, it is very critical for you to find new ways that will set your organization apart from their competitors and draw customers in.

A growing number of hospitals have been exploring new approaches to the "hospitality" concept that focuses on the patient needs, their families and hospital staff. They are investing money into building a more human-centered environment that is flexible as well as appealing. Some of the efforts include adding concierge services on duty, building VIP suites and spas, converting semi-private patient rooms to private patient rooms, adding Internet connections and using natural lighting and hotel-style furniture, creating upscale bathrooms, or serving gourmet meals. **According to the Census Bureau, the hospital industry has spent nearly \$100 billion in the past five years on new facilities/luxurious buildings packed with advanced equipment – up to %47 from the previous five years. Spending was likely to reach a record of \$23.7 billion in 2005 and US will spend more than \$20 billion per year at the end of the decade.**

This conference will highlight the best case studies presented by America's top hospitals ranked in U.S. News World & Report with a focus on how to build, operate and manage upscale patient services and facilities, as well as address innovative solutions on how to overcome major challenges healthcare executives are currently facing.

Senior level administrators and industry leaders from America's most prestigious hospitals and organizations will share their latest experiences and key strategies on how to:

- Develop a business plan on how to create a new upscale patient service line
- Assess your market and evaluate current and potential opportunities within it
- Use hospitality concept for competitive advantage
- Focus more on work-force development, service excellence, and other quality issues at a strategic level
- Leverage corporate culture to brand your medical center inside and out
- Successfully integrate healing design concepts and new technology to help achieve competitive advantage
- Improve operational efficiency, increase patient outcomes and employee satisfaction

Join us in March 11-13, 2009 in Los Angeles for our 9th Upscale Hospital Facilities and Patient Services Conference. With a gathering of up to 85 hospital leaders all striving to grow their programs, this conference will offer invaluable opportunities to learn from industry experts, consult with leaders, develop partnerships and discuss solutions with decision makers.

TESTIMONIALS FROM OUR PAST ATTENDEES

"Thank you for the opportunity to attend the Upscale Hospital conference as a vendor. It was a very good conference and I enjoyed meeting the attendees."

Account Manager, THE CBORD GROUP

"Terrific Program! Great learning tools, practical tips provided. Conference staff was very pleasant and helpful. Speakers were top-notch!"
Patient Specialist, NEW YORK PRESBYTERIAN HOSPITAL – CORNELL

"This was an excellent meeting with very timely opportunity to network."
Corporate Director, Facilities & Support Services, METHODIST LEBONHEIR HEALTHCARE

"Very comfortable, enjoyable and so much fun!"
Senior Associate, HOBBS & BLACK ARCHITECTS

"The size of the group and setting made the experience much more intimate allowing for interaction with presenters. Congratulations on a job well-done."
Program Manager, BEAUMONT HOSPITALS

"I liked the variety...Content was excellent."
Director, Cancer Concierge Services, STANFORD UNIVERSITY HOSPITAL

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"Very useful information. Case studies were great."

Executive Health Programs & Pavilion Suites Coordinator, UNIVERSITY OF COLORADO

"Excellent content! Very interesting!", Director of Concierge Services, UPENN HEALTH SYSTEM

"Good topics, very detailed and informative presentations."

Director of Support Services, HALLMARK HEALTH SYSTEM

"The presentations were excellent. Very high quality!"

Vice President, Support Services, ST. JOSEPH HEALTHCARE

"I thought the conference was great! I learned a great deal."

Vice President, Support Services, JEWISH HOSPITAL

"Thank you for a great meeting. It was fast moving with very good information."

Director, VANDERBILT UNIVERSITY MEDICAL CENTER

"Excellent overall...I enjoyed having leads of facilities presenting projects and lessons learned."

Director, Business Development, SENTARA HEALTHCARE

REGISTRATION & PRICING

Conference Fee: \$2,390 Conference Documentation CD: \$615
(Documentation CD includes copies of all proceedings on CD and shipping is included)

REGISTER 3 & GET 1 FREE!

Any organization registering three persons at the same time will be entitled to a fourth registrant FREE of charge!