



New York Society for Health Planning

and

The AIA New York Chapter Health Facilities Committee

present

Evidence-Based Design: Implementation

Tuesday, March 21, 2006 • 5:30 p.m. - 8:00 p.m.

Beth Israel Medical Center / Phillips Ambulatory Care Center

10 Union Square East, 2nd floor auditorium, New York, NY 10003



AGENDA

5:30 Registration and Networking
6:00 Program

ABOUT THE PROGRAM

When a pebble is tossed into a pond, it creates a ripple effect. That's the goal of The Center for Health Design's Pebble Project research program, which was initiated with San Diego Children's Hospital & Health Center in 2000.

Today more than 40 institutions around the country have become Pebble partners. By providing examples of healthcare organizations whose facility design has made a difference in the quality of care - as well as their financial performance, Pebble Project partners are demonstrating that facility design can:

- Improve the quality of care for patients
- Attract more patients
- Recruit and retain staff
- Increase philanthropic, community, and corporate support
- Enhance operational efficiency and productivity

Six years into The Pebble Project we now understand that the implementation of cultural change within the institution becomes the engine for improved health outcomes. The human factor in the form of care-giver, physician and staff affects how the experience of the physical environment will be perceived and interpreted by the customer.

This program will examine how two cutting edge institutions are assessing the opportunity and positioning their facilities and programs for success.

SPEAKERS

Roz Cama, *President of Cama Inc. and Chair of the Center for Health Design*

Cheryl Herbert, *President of Dublin Methodist Hospital in Ohio*
(a new, free-standing acute care hospital being designed as a Pebble Project participant)

Richard Thomas, AIA, *Senior Director of Strategic Initiatives at Weill Cornell Medical College*

MODERATOR

Michael L. Ball, AIA, Vice President, Karlsberger

Fee: NYSHP Member - No Charge AIA Member - \$15 Non-Member - \$40

This program has been underwritten by



*AIA member will receive 2.0 Learning Units, which will be reported directly to the AIA/CES.
This program qualifies for Health, Safety, Welfare (HSW) per AIA, NY State approval pending.*

REGISTRATION INFORMATION: (by mail, phone or fax)

Name: _____ Title: _____
Organization: _____ Address: _____
City, State, Zip: _____ Work Phone: _____
E-mail: _____

FEE SCHEDULE: _____ NYSHP Member - no charge _____ AIA Member - \$15 _____ Non-Member - \$40

Checks should be made payable to the New York Society for Health Planning. Please mail the check and this form to the below address by March 17, 2006.

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