

ADVANCE
PROGRAM &
REGISTRATION
MATERIALS



PRESENTED IN COLLABORATION WITH
ASSOCIATION OF COMMUNITY
CANCER CENTERS
AND
AMERICAN SOCIETY FOR
HEALTH CARE ENGINEERING

CANCER CENTER BUILDING BLOCKS:

**HOW
TO** PLAN
DESIGN
BUILD

**A CUTTING-EDGE
CANCER CENTER**

APRIL 29-MAY 1, 2009

INDIANAPOLIS, INDIANA

HYATT REGENCY INDIANAPOLIS

CANCER CENTER BUILDING BLOCKS

is a new conference for cancer center leaders, hospital administrators, architects, planners, project managers, technical experts, and all those who plan or implement new construction, renovation, or expansion projects for cancer centers.

Participants will actively engage in sessions and discussion about the process, promise, and pitfalls of cancer center building projects.

REGISTER ONLINE!
www.regonline.com/CCBB2009

HOTEL RESERVATION
DEADLINE: **APRIL 10, 2009**

CONFERENCE REGISTRATION
DEADLINE: **APRIL 24, 2009**

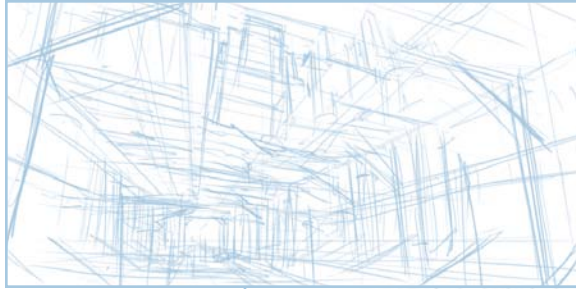


CANCER CENTER BUILDING BLOCKS

APRIL 29 - MAY 1, 2009
INDIANAPOLIS, INDIANA

**HOW
TO PLAN
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**A CUTTING-EDGE
CANCER CENTER**



PRESENTED BY ACE
IN COLLABORATION WITH
ASSOCIATION OF COMMUNITY
CANCER CENTERS
AND
AMERICAN SOCIETY FOR
HEALTH CARE ENGINEERING

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PLAN

CONFERENCE OBJECTIVE

This first-of-its-kind meeting will bring together cancer center leaders, hospital administrators, planners, architects and contractors to share best practices in contemporary facility planning, design, construction and implementation – recognizing the unique needs of cancer patients and broad health care trends.

EXHIBITING & SPONSORSHIP OPPORTUNITIES AVAILABLE!

CONNECT WITH DECISION-MAKERS AHEAD OF NEW AND EXPANDING CANCER CENTERS.

To learn more call 202-521-1886 or visit www.cancerexecutives.org

PROGRAM COMMITTEE

Co-Chair: Ted Wolfe
Riverside Medical Center

Co-Chair: Ted Yank
The Dan L. Duncan Cancer Center
at the Baylor College of Medicine

Lu Anne Bankert
Association of
Community Cancer Centers

Doug Erickson
American Society for
Health Care Engineering

Marsha Fountain
The Oncology Group

Kristi Gafford
University of Missouri Health Care

Myra Gray Fouts
Aptium Oncology

Dave Gosky
UT Medical Branch

Patrick Grusenmeyer
Helen F. Graham Cancer Center
Christiana Care Health System

Scott Hansche
Heery Design

Nancy Harris
St. Joseph Hospital

Jeff Heffelfinger
Clarian Health

Elaine Kloos
Oncology Management
Consulting Group

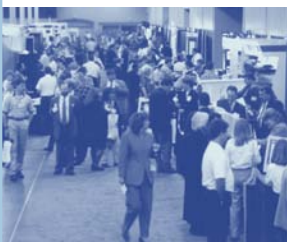
M. Beverly McParland
Varian Medical Systems

Frank Rees
Rees Associates

Susan Silverman
NBBJ

Jeff Wright
University of Kansas Cancer Center

Timea Zsiray
GE Healthcare



ADVANCE PROGRAM

SUBJECT TO CHANGE

WEDNESDAY, APRIL 29

- 12:00PM-12:15PM **Welcome and Introductions**
> Ted Wolfe, MBA, Riverside Medical Center
> Shirley Johnson, RN, MS, MBA, City of Hope
- 12:15PM-1:15PM **Luncheon & Keynote Speaker**
Multi-Cultural Cancer Center Design at the University of New Mexico Cancer Research and Treatment Center
> J. Russell Dilts, Ascension Health
- 1:30PM-3:30PM **Things to Know Before You Build**
Impact of Technology
> Carrie Rager, Clarian Health
Financial Implications
> Fuad Hammoudeh, Clarian Health
Legal Issues
> Jerome P. Kelly, MPH, JD, Clarian Health
Market Analysis for Cancer Centers
> Sharon Dearman, Dearman & Associates
- 3:30PM-4:30PM **Opening EXPO Break**
- 4:30PM-5:30PM **Competing Options: Renovation Vs. New Construction**
> Joseph Colella, Balfour Concord
> Sheila Cahnman, AIA, ACHA, LEED AP, HOK
> Elaine Kloos, RN, CNA-BC, MBA, Oncology Management Consulting Group
- 5:30PM-7:00PM **Opening Reception in EXPO Hall**
- 7:00PM **Dine-Around (Dutch-treat)**

THURSDAY, APRIL 30

- 7:30AM-8:30AM **EXPO Breakfast**
- 8:30AM-9:30AM **Speaking the Same Language**
> Ken Cates, Northstar Management Company
- 9:30AM-10:30AM **Defining the Vision & Engaging Stakeholders: Successful Project Ignition Creates Strong Project**
> Susan Bower, BSN, MBA, NBBJ
- 10:30AM-11:00AM **EXPO Break**
- 11:00AM-12:00PM **Design Standards & Guidelines**
> Kathryn Simmons, RA

- 12:00PM-12:45PM **Striving for the Perfect Cancer Center - Why We Redesign the Wheel**
> Natalie Miovski, LEED AP, EwingCole
> Myra Fouts, RN, MSN, OCN, CNAA, Aptium Oncology
- 1:00PM-2:00PM **Luncheon & Keynote Speaker**
Evidence Based Design: Help! What do Our Cancer Patients Want??
> Mike Pukszta, AIA, Cannon Design
- 2:00PM-3:00PM **Patient, Family & Staff Focused Facilities**
> Linda Mitchell, CID, Mitchell Design
> Marsha Fountain, RN, MSN, The Oncology Group
- 3:00PM-4:00PM **Cancer Program Layouts: Operational and Space Considerations**
> Wes Scruggs, Aptium Oncology
> Andrew Jarvis, AIA, LEED AP, Ewing Cole
- 4:00PM-4:30PM **Final EXPO Break**
- 4:30PM-5:15PM **Radiation Therapy: Amazing Tales of the Vault**
> Mitch Spiegel, Varian Medical Systems
- 6:00PM-8:00PM **Indiana University Simon Cancer Center Tour & Reception**

FRIDAY, MAY 1

- 8:00AM-8:30AM **Breakfast**
- 8:30AM-9:15AM **Operational Transition and Ramp-Up**
> Phil Okala, FACHE, FHFMA, University of Pennsylvania Health System
- 9:15AM-10:15AM **Do No Harm: The Greening of Medicine**
> Russ Sedmak, Heery Design
> Tracey Lynn Samdahl, Healthcare Consultant
- 10:15AM-11:45AM **The Doors Are Open - What To Do Next**
> Michele Schiavoni, APR, Christiana Care Health System
> Jennifer Daly, University of Kansas Cancer Center
- 11:45AM-12:00PM **Conference Wrap-Up**
- 12:00PM **Adjourn**

REGISTER ONLINE: www.regonline.com/CCBB2009

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APRIL 29 - MAY 1, 2009 • INDIANAPOLIS, IN

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SESSION DESCRIPTIONS

Things to Know Before You Build

- **Impact of Technology** – Be aware of technology trends which can impact your design in the future. Don't build just for today.
- **Financial Implications** – Free standing vs. hospital based and the implications, have full business plan with projected income based on trends in reimbursement. Be aware of potential changes in reimbursement and impact on the project.
- **Legal Issues** – Impact of Joint Venture laws, local laws, outsourcing.
- **Market Analysis** – Understanding market dynamics and how market needs are served by current providers is an essential part of the cancer center planning process. Learn how to use market analysis resources to gain a comprehensive, fact-based perspective of oncology market supply and demand including: Demographic and Environmental Trends; Disease Propensity; Competition; Providers; Payors; and Patient Origin.

Competing Options: Renovation Vs. New Construction

Deciding whether to renovate an existing facility or build a new facility from the ground up is often a complex analysis. Tapping into an expert panel representing building contractors, architects and cancer center administrators, this session will guide you through the maze of details and decisions that should be considered when debating the pros and cons of renovation versus new construction.

Speaking the Same Language

Ever wonder what was discussed during those first planning meetings because the language and acronyms being used to describe the project process were all "foreign." This session will highlight the basics of the design and construction planning process for the administrative and clinical member of the planning team. Planning, design, and construction terminology and methodologies will be interpreted into layman's terms along with the business of selecting the right design team and construction delivery approach for your project.

Defining the Vision and Engaging Stakeholders: Successful Project Ignition Creates a Strong Project

Successful projects start with a clearly defined vision and engaged stakeholders. This session will describe methods and tools used to uncover the hopes, dreams and goals for the project. In addition, we will explore several methods to actively engage the many stakeholders, from patients and families to physicians and board members, in project development.

Design Standards & Guidelines

You've had a crash course in "architect-speak". You've defined your Vision for the project. Now, how will you transform this Vision statement into something usable by the designers? Planning and Design Guidelines will be your communication tools to:

- Translate the Vision into prioritized Objectives;
- Outline the expectations for the built project; and
- Chart the direction and define the parameters of the project.

How will you translate your unique operations and programs from "clinical-speak" into an architectural plan and into bricks-and-mortar? How will you communicate specific needs without drowning in construction details? Design Standards along with a room-by-room Space Program are tools you will use early in the design process to identify and highlight critical design components. Developed by your planning and design team, these Standards may characterize qualities (sound, light, temperature, etc.); quantify distances and sizes; identify technical medical requirements; describe ambiance or creature comforts; identify requisite technology; and other.

Striving for the Perfect Cancer Center: Why We Redesign the Wheel

Designing a cancer center is not just about the "perfect" design, it about designing the perfect cancer center for each center! We will present how the key influencers of a cancer center affect not only the development and design of a cancer center, but also the technology, work processes, operational efficiencies in the future. We will discuss the impact of market conditions (i.e. competition in the area), physician and staff considerations, clinical programs, technology and site, that results in innovative designs providing patient-centered, staff friendly facilities. By narrowing in on a specific projects key influencers, we will present how a facility can begin to meet the demands of the aging workforce and meet the expectations of the sophisticated baby boomer. This session will explore why we must "redesign the wheel" for every center.

Patient, Family & Staff Focused Facilities

Interior space is more than furnishings and finishes. It is important to develop facilities which focus on patient needs, are patient, family and staff friendly and are designed to keep in mind the psychological affect of the setting on the patient. This discussion will focus on the importance of interior ARCHITECTURE as opposed to Interior Design and the importance the environment can have on healing.

Cancer Program Layouts: Operational & Space Considerations

A well thought out cancer program that is "operationally efficient", "patient centered" and "staff friendly" does not happen by itself. Careful consideration must be given to the program and space layout, and important questions must be answered to provide insight and direction to the design such as: What kind of services will each patient need? What departments or services must be adjacent to enhance the patient experience? How can thoughtful design amplify the benefits to patients and staff? Is there technology that can assist in creating a quality patient experience that assists in reducing wait times or assists staff in workload management? The answers to these questions will inform decisions about adjacencies, and efficient patient and staff flow to create an experience that will differentiate your cancer program.

Radiation Therapy - Amazing Tales of the Vault

This session will review a basic description of shielding requirements for a linear accelerator and some acceptable alternatives. This would include a very basic description of the need for a "maze" leading into the vault and alternatives for that.

Operational Transition and Ramp-Up

Successful planning, designing and building state-of-the-art cancer centers generally culminate in the necessity of efficient provider and patient flow systems. Transitioning and ramping-up clinical operations in new or renovated facilities require a thorough planning process and a flexible strategy to operationalize instituted clinical systems.

This session will provide a context and range of critical factors for success across varied cancer center practice settings in relation to operations transition planning; executing transition plans; and management of activity ramp-up and post transition.

Do No Harm: The Greening of Medicine

This session will explore the benefits of sustainable design for healthcare facilities in general, with or without seeking LEED certification. Equally important in creating a healthy indoor environment for cancer care, the session will address infection control measures which need to be considered in design of a new facility, as well as illustrate how these environmental issues can influence clinical practices, including staff recruitment and retention.

The Doors are Open: What To Do Next

Learn how to build your cancer program's brand value through strategic marketing. A new campus or building presents unique opportunities to build brand awareness and enhance relationships with key donors and community stakeholders.

INDIANA UNIVERSITY MELVIN AND BREN SIMON CANCER CENTER TOUR & RECEPTION

THURSDAY, APRIL 30

6:00PM-8:00PM

JOIN US ON THURSDAY FOR A SPECIAL GUIDED TOUR AND RECEPTION AT INDIANA'S PREMIER CANCER CENTER.

Each year, there are 38,000 outpatient visits and 4,100 inpatient visits to the **IU Simon Cancer Center**. With its physicians leading 300 clinical trials for pediatric and adult cancers, the IU Simon Cancer Center offers patients diagnostic, treatment, and prevention options not available elsewhere.

The center has gained international recognition for treatment of breast, genitourinary, thoracic, hematologic, and gastrointestinal cancers as well as bone marrow and stem cell transplantation. The IU Simon Cancer Center is home to major cancer treatment successes such as the curative chemotherapy regimen for testis cancer discovered by Lawrence H. Einhorn, MD.

Physician and basic research scientists teach nearly 2,000 students, residents, and fellows each year at the IU Simon Cancer Center. IUSCC established the Indiana Cancer Consortium in collaboration with the American Cancer Society-Great Lakes Division and the Indiana State Department of Health. This statewide network is dedicated to reducing the cancer burden in the state of Indiana through the implementation of a cancer control plan. In fiscal year 2007, the IU Simon Cancer Center received \$75.3 million in external research funding, including \$29.6 million from the National Institutes of Health (NIH) and \$16.7 million from the National Cancer Institute (NCI).

More than 200 investigators conduct research in the areas of experimental and development therapeutics, breast cancer, cancer control and hematopoiesis, microenvironment, and immunology. The center's work in breast cancer was recognized in 2004 by the Department of Defense with an award of a \$10 million grant establishing the IU Center of Excellence for Individualization of Therapy for Breast Cancer.

The cancer center's physicians consistently are listed in America's Top Doctors for Cancer, while *U.S. News & World Report* ranks the clinical care program among those in its "America's Best Hospitals" guide. IUSCC is Indiana's only National Cancer Institute-designated cancer center that provides patient care.



(Top) A waiting area in the new IUSCC patient care building.

The building's interior won the best of show award and first place in the healthcare and assisted living category at the 2008 International Interior Design Association's IDEA Celebration. "Luminary" (at right), designed by Jeff Laramore 2nd

Globe Studios, serves as the IU Simon Cancer Center's cornerstone. The central sphere is constructed of onyx – credited by some with the power to increase regeneration and foster new recognition of personal strengths.



DISTINGUISHED KEYNOTE SPEAKERS

WEDNESDAY, APRIL 29

12:15PM-1:15PM



J. Russell Dilts, Ascension Health

Mr. Dilts has over 25 years of extensive healthcare experience which includes: program/service analyses to improve productivity/ lower cost; senior level administration of professional services and support services areas in community hospitals, negotiation of managed care contracts; effective consensus building among diverse personalities and specialties; academic healthcare experience; senior level fiscal and human resource management; Master Site Plan development/implementation; medical group management; major building construction project management, remodeling and renovation project development and management and cancer product line responsibility in community and academic settings.

He recently accepted the Senior Program Director for Oncology Services and the National Community Cancer Care Program for Ascension Health, the largest private healthcare system in the nation. Russell currently travels between the corporate office in St. Louis and the ministries in Milwaukee, Indianapolis and Austin.

During his keynote, Mr. Dilts will share his experience with a presentation on "Multi-Cultural Cancer Center Design at the University of New Mexico Cancer Research and Treatment Center."

THURSDAY, APRIL 30

1:00PM-2:00PM



Mike Puksza, AIA, Cannon Design

Michael Puksza has been a leader in the design and development of comprehensive centers for cancer care for more than 20 years. During his career he has designed over \$2.5 Billion dollars worth of cancer centers for some of the top institutions in the world. His experience ranges from designing small freestanding regional cancer centers to large NCI Comprehensive Cancer Hospitals. His work has won numerous awards for its innovation and architectural design. Mike lead the Master Plan and planning for the Indiana University Simon Cancer Center, and is currently designing a million square foot Cancer Hospital for the King of Saudi Arabia. A frequent lecturer on utilizing statistical evidence to customize the design of facilities for this unique patient population, Mike brings a unique international perspective on designing the right facility for your population.

Mike's keynote presentation will explore "Evidence Based Design: Help! What do Our Cancer Patients Want??" Designing the right environment for the cancer patient is not so easy. This group is perhaps the most unique and challenging of any disease type to design an appropriate environment. Like the tortoise and hare, cancer environments need to be designed to accommodate both the needs of the longer visit patient that desires comfort and amenities, as well as the needs of the short visit patient that desires speed and accessibility. Today there is an emerging field of Evidence Based Design, which ultimately will provide empirical data to assist with the myriad of decisions that are part of any design process. This discussion will explore the status of these initiatives; as well the results of the speakers own study titles "Help! What do our cancer patients want??", and examine how this data was used to design several new centers.



CONFERENCE INFORMATION

IMPORTANT DATES

Discount Hotel Reservation Deadline:
APRIL 9, 2009

Conference Registration Deadline:
APRIL 24, 2009 - Registrations after this date must take place on-site.

ACCOMMODATIONS

Hyatt Regency Indianapolis

One S Capitol Avenue
Indianapolis, IN 46204

Reservations: 800-233-1234

Please make your room reservation directly with the Hyatt Regency by calling 800-233-1234. Be sure to identify yourself as a Cancer Center Building Block Conference Attendee in order to receive the special group rate of \$155 Single/Double occupancy. Only registered attendees will be eligible for the special group rate. The hotel reservation deadline is **April 9, 2009**. After that date an increased rate will be in effect and room availability will be limited.

REGISTRATION & CANCELLATION POLICY

Registrations will be accepted online, via fax or mail, until **April 24, 2009**. After that time, registrations will only be accepted on-site.

To reserve your place at the Cancer Center Building Blocks Conference visit www.regonline.com/CCBB2009. You may pay by credit card or check online (check to be mailed to ACE HQ after registering). A confirmation email with invoice/receipt will be sent to you.

All participants must be fully registered to attend the meeting. There are no partial registrations. Cancellations made in writing before **April 10, 2009** will be refunded, less a \$75 processing fee. Cancellations after April 9, 2009 will not be refunded. These policies will be strictly enforced.

CONFERENCE MATERIALS

Conference materials, including your badge, meeting notebook and attendee list, will be distributed upon check-in at the meeting registration desk.

ATTIRE

Suggested attire is **Business-Casual**. It is recommended that you dress in layers while attending sessions due to temperature differences from room to room.

Welcome to Indianapolis,

the nation's 12-largest city that offers big-city amenities in a

convenient, easy-to-navigate package wrapped in a friendly, inviting atmosphere. Indy has undergone a dramatic revitalization and a stunning renaissance that makes it a different place than it was just a decade ago. It now strikes the perfect balance of cosmopolitan style and charm, making it a successful travel and meeting destination catering to more than 20 million visitors a year.

Indy is a diverse cultural city with an enriching array of arts, attractions, historical sites and special events. Lively theatre, inspiring music, dramatic art and interactive museums are among the city's multitude of attractions, many of which are located within steps of downtown hotels. Prime among these is **White River State Park**, nestled in the heart of downtown Indianapolis, which features the **Indianapolis Zoo**, **White River Botanical Gardens**, the newly expanded **Eiteljorg Museum of American Indians and Western Art**, the **NCAA Hall of Champions** and the **Indiana State Museum**. Just a short distance from downtown are the **Indianapolis Children's Museum** (the world's largest), the recently expanded **Indianapolis Museum of Art** and the world famous **Indianapolis Motor Speedway** and its **Hall of Fame Museum**. Indianapolis is also home to more memorials than any other city except Washington, D.C.

Don't miss Indy's cultural districts, including **Massachusetts Avenue** with its art galleries and shops. Just a short drive southeast of downtown is **Fountain Square**, where you'll find more than 200 antique dealers in specialty stores and art galleries. Or, browse the eclectic boutiques and vintage shops of **Broad Ripple Village**. For an upscale experience, visit the **Fashion Mall at Keystone Crossing**, featuring Saks Fifth Avenue, Crate & Barrel and Tiffany & Co. Even more retailers await at the **Circle Centre** mall, where you'll find about 100 specialty stores.

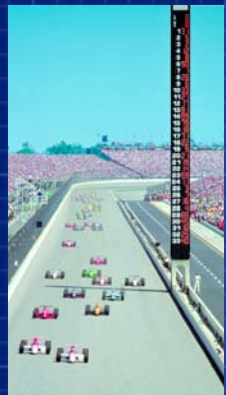
WEATHER

The average temperatures in Indianapolis in late April-early May are high of 72°F and low of 52°F.

GETTING THERE

The Hyatt Regency Indianapolis is located approximately 8 miles from **Indianapolis International Airport (IND)**. Several options below on transferring from airport.

Taxi: Preferred taxi company is Yellow/Checker Cab Co. The fare is about \$30-\$35 each way for airport transportation.



Carey Indiana Limousine Airport Service (share ride service): \$12.00 per person each way. Reservations are suggested by calling 317-241-7100. On-demand service is available at Ground Transportation Center across from baggage claim.

Local Transit System (317-635-3344): **Indy-Go Bus**, Stops at Capitol and Market \$1.50; express Routes to Fishers and Carmel \$2.00.

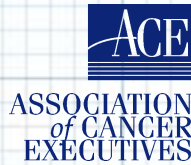
Car Rental: If you rent a car, please note that daily parking rates at the Hyatt Regency Indianapolis are \$20 for self-parking and \$28 for valet.

CANCER CENTER BUILDING BLOCKS:

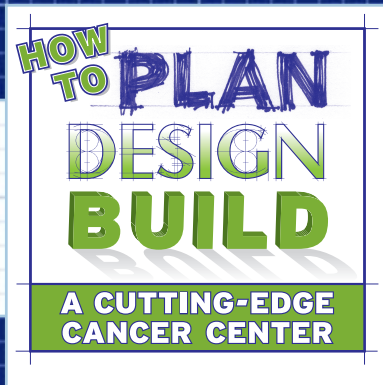
APRIL 29-MAY 1, 2009

INDIANAPOLIS, INDIANA

HYATT REGENCY INDIANAPOLIS



2300 N St. NW, Suite 710
Washington, DC 20037
202.521.1886
202.833.3636 Fax
info@cancerexecutives.org
www.cancerexecutives.org



REGISTER ONLINE!

www.regonline.com/CCBB2009

REGISTRATION DEADLINE:

APRIL 24, 2009

REGISTRATION FORM

Please type or print clearly and list the information **EXACTLY** as you want it to appear on your name badge.

NAME _____ SUFFIX (RN, MSN, etc.) _____ NICKNAME (FOR BADGE) _____
 ORGANIZATION _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ FAX _____ E-MAIL _____

I WORK IN: Private practice Community hospital Academic institution Industry NCI-designated cancer center

This is my first ACE meeting I have special requirements under the Americans with Disabilities Act: _____

REGISTRATION FEES

REGISTRATION FEES INCLUDE: Cancer Center tour; luncheons and receptions on Wednesday and Thursday; continental breakfast on Thursday and Friday; and meeting materials.

- CCBB Registration**..... \$ 499
- February 2009 ACE Annual Meeting Attendee**..... \$ 450

REGISTRATION DISCOUNT
for registered attendees of ACE's
February 2009 Annual Meeting!
Register online and enter code
"Sarasota"

\$ (TOTAL AMOUNT ENCLOSED)

METHOD OF PAYMENT

- Check Enclosed** (Payable to Association of Cancer Executives)
- Credit Card** AmEx MC Visa

ACCOUNT NUMBER _____ EXP. DATE _____
 CARDHOLDER'S NAME _____
 BILLING ADDRESS _____

 CITY _____ STATE _____ ZIP _____
 SIGNATURE _____ DATE _____

PLEASE NOTE

- Cancellations in writing can be accommodated up to **April 10, 2009**, less a \$75 processing fee. Refunds will not be given after April 10, 2009.
- Registrants must purchase a full registration; no refunds will be given for functions not attended.
- Payment must accompany this registration form, payable to Association of Cancer Executives.
- Hotel reservations must be made separately. See page 6 of the CCBB meeting registration brochure for hotel information.

REGISTER ONLINE, or complete this form and return with payment to Association of Cancer Executives:
 2300 N Street NW • Suite 710 • Washington, DC 20037
 Tel: 202.521.1886 • Fax: 202.833.3636

Note: The U.S. Revenue Act of 1987 requires the following statement: Meeting registration fees may be deductible to those registering for federal income tax purposes as ordinary and necessary business expenses. They are not deductible as charitable contributions. Please consult your tax advisor for specific advice.

OFFICE USE ONLY ■ Date Received: _____ Approved: _____ Account #: _____

CANCER CENTER BUILDING BLOCKS:



ASSOCIATION
of CANCER
EXECUTIVES

HOTEL
RESERVATION
DEADLINE:
APRIL 10, 2009

CONFERENCE
REGISTRATION
DEADLINE:
APRIL 24, 2009

HOW TO PLAN DESIGN BUILD

**A CUTTING-EDGE
CANCER CENTER**

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PRODUCED IN COLLABORATION WITH
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DATED MATERIALS ENCLOSED
HOTEL RESERVATION DEADLINE:
APRIL 10, 2009
CONFERENCE REGISTRATION DEADLINE:
APRIL 24, 2009

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