

STAYING COMPETITIVE IN THE HEALTHCARE MARKETPLACE

MAY 10, 2012
11AM-3PM
CROWNE PLAZA
TAMPA WESTSHORE

reality of REFORM

Reform has molded the business of the healthcare marketplace. With continuous State budget cuts and increasing levels of accountability, how are our local institutions reacting to these changes? Join us for a comprehensive presentation on the 2012 Legislative Update for Healthcare, then hear from our panel of distinguished speakers on how these issues and the State's current budget allotment is affecting their facilities, and what they forecast to see on the horizon. We must evolve to do more with less. How does this affect the care provided to patients in our community and what are the short-term and long-term effects it will have on the planning of new facilities and renovations to maximize space and care in existing facilities?

Invited Speakers Include:

- Diane Hammon, Director of Planning, Moffitt Cancer Center (*confirmed!*)
- Ron Hytoff, President & CEO, Tampa General Hospital (*confirmed*)
- Governor Rick Scott (*on the Governor's schedule!*)
- Rich Rasmussen, Florida Hospital Association (FHA)
- Baycare
- Florida Hospital
- Hospital Corporation of America (HCA)
- VA Hospital

Who Should Attend?

Healthcare Facilities Executives and Managers; Architectural/Engineering/Construction Management Technical and Business Development Representatives; Healthcare Industry Support Representatives; Affiliated Healthcare Constituencies

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Does your firm provide products or services to our leading healthcare institutions? There are several sponsorship options available that include advertisement on our website and email announcements, an opportunity for a private lunch with our panel members, a premiere "commercial" slot at the event and tabletop displays. Opportunities will be limited this year, so contact tara.krovich@whiting-turner.com today!

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Members: \$70.00

Non-Members: \$85.00

Healthcare Institutions: \$50.00