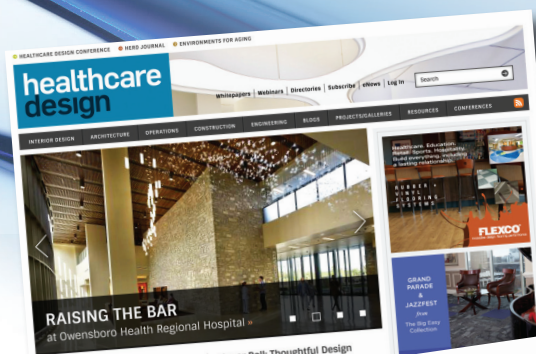


# healthcare design



## Children's Hospital of Philadelphia to Build New Care Center

September 20, 2013 | Posted by Steven M. Hershenson  
Epi moliorum tecto domum figni qui nobis vent  
voluptatis. Ut etio voluptat ad magna nos as am  
is as aut age remanet iniqua ut habito repudi  
maqueque site endipit ornabit ligatio.

## Healthcare Movers and Shakers: Please Step Forward

September 20, 2013 | Posted by Steven M. Hershenson

## Honor Roll: Thoughtful Design Approaches Stand Out

September 20, 2013 | Posted by Steven M. Hershenson

## It's All in the Details

September 20, 2013 | Posted by Steven M. Hershenson

## Whitepapers

### Noise reduction strategies for the 21st century hospital

Historically, Florence Nightingale is credited with bringing up the issue of noise in 1859, saying "Unnecessary noise, or noise that creates an expectation in the mind, is that which hurts a patient." It takes a team approach and fresh thinking to tackle the factors making today's hospitals twice as noisy as they were 50 years ago. The design community has numerous tools in their kit to bring quiet to healing.

Antimicrobial Copper

### Business Case for the Use of Antimicrobial Copper Touch Surfaces in Hospitals

Bacterial contamination on touch surfaces leads to Hospital-Acquired Infections (HAI). This is significant given that at any given time, an estimated 1 in 20 hospital patients have an HAI. Metallic Antimicrobial Copper surfaces have been proven to continuously kill disease-causing bacteria.

### Biophilia: Designing with Nature in Mind

Now more than ever, the designed environment in healthcare is increasingly vital role in the health and wellness industry. New research shows just how important investing in the designed space can't come to promoting psychological wellbeing and economic responsibility. Please register to download the White paper.

### Transforming Aging Through Healthier Design

In November of 2012, a panel of leading aging and design experts gathered at the DuPont™ Corian® Design Studio for an event titled, "Transforming Aging Through Healthier Design." The panel was moderated by Kimberley Corian.

### A Guide to ADA Signage & Wayfinding Basics

The Americans with Disabilities Act of 1990 (ADA) is a law by President George H. W. Bush, and later amended with January 1, 2009. Its basic purpose is to protect the civil rights of people with disabilities in employment and access to goods and services. Inception, the ADA has had a profound affect on the sign industry.

### Case Study: VRF Zoning Systems Ideal for Patient Comfort and Energy Savings

Because the Rush Health Systems had previous success with Mitsubishi Electric's VRF zoning systems, it was a no-brainer for Stennis Memorial Hospital. Its unique, ductless, two-zone cooling and heating capability provides high performance savings as well as precise patient and staff comfort.

benefits of Mitsubishi Electric's VRF zoning system that are essential for healthcare.



## healthcare design eNEWSLETTER

Sept. 27, 2013 | In This Issue

## CONFERENCE

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## Ready To Move Your Healthcare Design Consider These Design Choices

As healthcare moves forward with a number of changes, it's time to consider these design choices.

## Raising The Bar At Owensboro Health Regional Hospital

A remaking of the 11-county hospital.

## Balancing Privacy and Patient Care

The privacy of patient care is a top priority for healthcare designers.

## Is Your New Healthcare Design Ready For The Future?

Be sure your healthcare design is ready for the future.



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## live and learn

Jump Trading Simulation and Education Center, Peoria, Ill.



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**40,644** of HCD's healthcare design  
professionals are engaged with HCD's webinars,  
whitepapers, Healthcare Design magazine  
(digital edition), content updates, or  
weekly eNewsletters\*\*

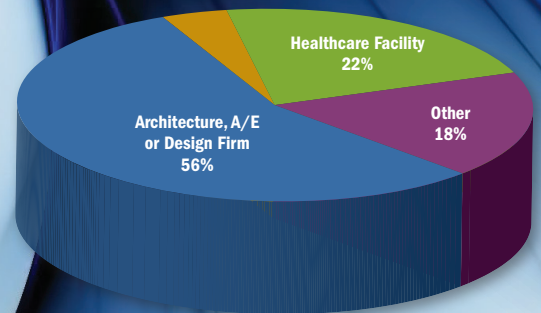
**40,007** average unique  
website visitors\*\*

## Innovations in healthcare design, architecture, and engineering

**Healthcare Design** provides expert insight and in-depth coverage of the design, planning, architecture, and interior design of healthcare environments, delivering authoritative and timely content through multiple channels to engage and shape the industry. In addition to its print and digital coverage, **Healthcare Design's** industry-leading conference and cost-effective webinars offer educational opportunities for earning CEUs and networking with peers. With industry partners including The Center for Health Design, AIA AAH, and IIDA, **Healthcare Design** determines and identifies the highest levels of industry standards, honoring excellence through its annual awards and showcases.

### AUDIENCE BREAKDOWN: BY INDUSTRY

- Architecture, A/E or Design Firm: 56%
- Construction or Engineering Firm: 4%
- Healthcare Facility: 22%
- Other: 18%



\*Litchfield Research, 2012

\*\*Publishers Own Data, Sept 2013

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<b>JANUARY/FEBRUARY</b> <b>Ad Close: Jan. 7, 2014</b> <b>Materials Due: Jan. 9, 2014</b> <b>Featured Content:</b> 2013 Healthcare Design Conference highlights The HCD 10 NICU Design: New Approaches Research Column Operations Column <b>Baxter Ad Study</b> <b>Bonus Distribution:</b> ASHE-PDC: Orlando, Fla. (March 16-19) <b>Vendor Sponsor Opportunities            for The HCD 10</b>	<b>MARCH</b> <b>Ad Close: Feb. 18, 2014</b> <b>Materials Due: Feb. 20, 2014</b> <b>Featured Content:</b> IT Integration: Planning for EMRs To Telemedicine Interiors Column Construction Column	<b>APRIL</b> <b>Ad Close: March 25, 2014</b> <b>Materials Due: March 27, 2014</b> <b>Featured Content:</b> Trends in Hospice Facilities Designing for Wellness Research Column Operations Column <b>Bonus Distribution:</b> Environments for Aging: Anaheim, Calif. (May 3-5, 2014)	<b>MAY/JUNE</b> <b>Ad Close: April 29, 2014</b> <b>Materials Due: May 1, 2014</b> <b>Featured Content:</b> The Lay of the Land: Landscape Architecture Spotlight Lean Principles in Practice Interiors Column Construction Column <b>Special Section:</b> <b>Spring Product Showcase</b> <b>Bonus Distribution:</b> NeoCon: Chicago (June 9 - 11, 2014) AIA National Convention: Chicago (June 26 - 28, 2014)
<b>JULY</b> <b>Ad Close: June 16, 2014</b> <b>Materials Due: June 18, 2014</b> <b>Featured Content:</b> Home Away From Home: Family and Visitor Spaces New Rules of Patient Bathroom Design Research Column Operations Column <b>Special Section:</b> <b>Corporate Profiles and Rankings</b> <b>Baxter Ad Study</b>	<b>AUGUST</b> <b>Ad Close: July 22, 2014</b> <b>Materials Due: July 24, 2014</b> <b>VENDOR PROFILE ISSUE</b> <b>Featured Content:</b> Staff Support: From Nurses' Stations to On-Site Wellness Centers What's Next for Rural Healthcare? Interiors Column Construction Column <b>Vendor Profile</b> <b>All advertisers of a half-page or larger            receive a half- or full-page profile free            of charge.</b>	<b>SEPTEMBER</b> <b>Ad Close: Aug. 26, 2014</b> <b>Materials Due: Aug. 28, 2014</b> <b>ANNUAL SHOWCASE ISSUE</b> <b>Featured Content:</b> Converting Retail Spaces to Healthcare Building Considerations for Data Centers Research Column Operations Column <b>Special Section:</b> <b>Architectural &amp; Interior Design Showcase</b> <b>Bonus Distribution:</b> IDEX NeoCon, Toronto (Sept. 18 - 19, 2014)	<b>OCTOBER</b> <b>Ad Close: Sept. 23, 2014</b> <b>Materials Due: Sept. 25, 2014</b> <b>Featured Content:</b> Bringing Healthcare In-House: On-Site Corporate Clinics Interiors Column Construction Column <b>Special Sections:</b> <b>Fall Product Showcase</b> <b>Directory of Interior Designers</b> <b>Bonus Distribution:</b> NeoCon East, Baltimore (Oct. 29 - 30, 2014)
<b>NOVEMBER</b> <b>Ad Close: Oct. 18, 2014</b> <b>Materials Due: Oct. 21, 2014</b> <b>Featured Content:</b> Advances in Green/Sustainable Materials: Fabrics, Surfacing, Flooring, and more Flexible Design: Spaces That Support Today and Tomorrow Research Column Operations Column <b>Special Sections:</b> <b>Specialty Directory</b> <b>Project Watch</b> <b>Bonus Distribution:</b> Healthcare Design Conference: San Diego, Nov. 15 - 18, 2014) <b>**All display advertisers receive a \$250            discount on their directory listing(s)</b>	<b>DECEMBER</b> <b>Ad Close: Nov. 25, 2014</b> <b>Materials Due: Nov. 27, 2014</b> <b>REMODEL/RENOVATION ISSUE</b> <b>Featured Content:</b> Design Strategies for Today's Emergency Departments Infection Prevention: Where Design and Operations Meet Interiors Column Construction Column <b>Special Section: Remodel/Renovation            Competition and Directory</b> <b>**Vendor Sponsor Opportunities            Available</b> <b>Baxter Ad Study</b>	<b>COLUMNS &amp; DEPARTMENTS</b> Editorial Monitor Interiors The Center Construction Operations Research First Look	<b>REGULAR EDITORIAL TOPICS</b> New Project Profiles Interior Trends Building Challenges and Solutions Industry Perspectives Designing for Operations Sustainability Issues Research Results and Applications

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EDITORIAL CALENDAR



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## EVENTS

The Healthcare Design Conference, the Healthcare Design Academy and the Healthcare Design Exchange are devoted to examining how design directly impacts the safety, operations, clinical outcomes, and financial success of healthcare facilities now and into the future. Exhibitors and sponsors will have the opportunity to engage with their peers through one-on-one or small group discussions, networking receptions, workshops, educational sessions, focus groups, lunch-n-learns, facility tours, panel series, video advertorials and more.

## DIGITAL

HCDMagazine.com is a key online destination for designers, architects, engineering professionals and executive leaders in the field. The HCD website offers banner and rich media options. In addition our weekly and topic-specific e-newsletters provide interaction with the community and our customized options, such as content-rich microsites, webinars, video advertorials and e-books, position your organization above the market noise.

## EDUCATIONAL

*Healthcare Design* has the expertise to position your organization as a leading thought leader in the market by delivering relevant, timely, must-read, must-listen, and must-watch content. Engaging the Healthcare Design audience with educational content allows you to showcase both your expertise and thought leadership in the form of custom events, Webinars, and Panel Series that can provide face-to-face interaction — while content developed for blogs, white papers, special e-zines, e-newsletters, and other formats allows you to generate and nurture leads while building brand equity and demonstrating thought leadership.

## LEAD GEN

*Healthcare Design* offers multiple lead generation opportunities, such as the Healthcare Design Conference, the Healthcare Design Academy, Webinars, and Panel Series. White papers, e-newsletters, and other materials can link to gated content on HCDMagazine.com to identify key prospects. Ongoing content delivery ensures not only lead generation but continuous lead nurturing as well.



## CONTENT

The team at *Healthcare Design* can produce, edit, and design content that meets your marketing message and branding theme. Options include video advertorials, print case studies, online e-books and e-newsletters, and more. Our staff can help you define and deliver a comprehensive content marketing strategy.

## RESEARCH

Want to know what the market really thinks of your brand? Need insight for planning your marketing strategy? We offer focus groups and online research to provide in-depth marketing intelligence.

## PRINT

Ideal for building brand awareness, print media is the foundation of a successful integrated marketing campaign and the number one influencer of purchase intent. *Healthcare Design* offers display advertising opportunities, as well as inserts and direct-mail options. During the annual conference, an onsite show daily offers significant brand exposure, as do pre- and postconference direct mail pieces.

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