

# Healthcare '09

The Illinois Real Estate Journal is pleased to present a special half day conference focusing on the issues impacting healthcare development. Panels of industry experts including health care system professionals and real estate industry experts weigh in on the market. The conference will also investigate the finance and investment realities of healthcare and related facilities as well as provide critical information for the real estate professional.

Are healthcare and related projects—medical office complexes, critical care, ambulatory surgical centers; senior living and need-based facilities – as affected by the credit crunch as other market segments? How do healthcare firms meet the challenges of each healthcare sector in the marketplace? And can the commercial real estate sector help the healthcare and hospital system as it weighs balance sheets against providing care?

7:15 am to 8:00 am Registration, Networking and Continental Breakfast

8:00 am to 8:10 am Welcome

8:15 to 9:05 am **A Healthcare Industry Overview**—The conference opens with a macro-level look at the healthcare industry, focusing on issues that directly impact the real estate industry. Hospital and healthcare experts put it all into perspective. Prospective speakers include the leader of a hospital/hospital group; the leader of a physician's group; a healthcare industry consultant; a healthcare attorney.

9:10 to 9:55 am **The Right Prescription**—This panel establishes the climate for medical related design and development in each healthcare market segment—in today's economy and beyond. What kind of architecture, design and development needs are required for specific healthcare facilities? What's an 'ideal mix' for a project (office space for doctors, surgical centers, specialty retail)? If the credit crunch affects new development, how can design ease the pain of a shortage of space? Consultants, developers, architects and construction firms outline key factors to consider now and in the future.

10:00 to 10:10 Coffee Break

10:15 to 11:00 **Leasing It Out**—What are the unique challenges in leasing and marketing medical office buildings? What are unique demands by medical tenants—and what strategies work best when working with a physician/client? How do leases vary for medical clients compared to other tenant types—and what can we expect for rental rates for Class A, B space on and off campus and in adjacent properties? What makes the broker/physician relationship so unique and what are effective marketing strategies for marketing medical space listings?

11:05 to 11:45 **The Finance and Investment Perspective**—The critical question for every marketplace is applied to medical facilities: how do healthcare professionals and their real estate and financial consultants respond to the 2009 credit freeze? What are the short-term and long-term solutions and expectations and how are the gaps narrowed? What deals are getting done today, where are the sources of capital and what is the cost? This panel looks closely at current conditions but also helps to prepare for the future, when the freeze thaws.



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