



# healthcare design forum

## PROSPECTUS/2025

JUNE 24-26, 2025 | HOTEL POLARIS | COLORADO SPRINGS, COLO.





COLORADO  
SPRINGS

JUNE 24-26, 2025

# Join us

**Healthcare Design Forum** is taking place June 24-26, 2025, amidst the Rocky Mountains in stunning Colorado Springs, Colo. We'll reach new heights together at Hotel Polaris, situated at the U.S. Air Force Academy, where big ideas can take flight. Dive into meaningful conversations around the state of the U.S. healthcare system, where it's heading, and the role design will play in the evolution. Plus, you'll experience inspiring networking and teambuilding opportunities as well as time for one-on-one conversations with an impressive mix of professional peers and best-in-class speakers.





COLORADO  
SPRINGS

JUNE 24-26, 2025

# Sponsorship

## Unrivalled value and opportunity

HCD Forum offers outstanding opportunities to build and enhance relationships among the nation's leading healthcare providers and healthcare A/E/C firms. Event size is limited to maximize your ability to make meaningful connections.

- **Knowledge you can use.** In this relaxed environment, discussions are open and barriers are down. You'll learn more about what's impacting and driving this industry than you can at trade shows or on sales calls.
- **Sponsors in the spotlight.** Via signage, introductions, logos in promotional and printed material, and the attendee contact list, your company will be highly visible and recognized in multiple ways.
- **Specialized seating.** You'll work with our team to identify the attendees you most want to meet, and we'll create table arrangements that achieve your relationship-building goals.



# 2024 HCD Forum highlights

COLORADO  
SPRINGS

JUNE 24-26, 2025

## THE 2024 AGENDA FROM HCD FORUM IN STOWE, VT.

### WEDNESDAY

12:30-2pm	<b>REGISTRATION AND LUNCH</b>
2-2:30pm	<b>WELCOME AND INTRODUCTIONS</b>
2:30-4:30pm	<b>TEAM-BUILDING GROUP ACTIVITY: THE BEST OF VERMONT</b> We kick things off with an event utilizing top local outfitters to highlight the best of Stowe in a collaborative, competitive & dynamic challenge.
4:30-6pm	<b>ATTENDEE FREE TIME</b>
6:30-9pm	<b>DINNER</b> Idleyme Brewing Company

### THURSDAY

8:30-9:30am	<b>BREAKFAST</b>
9-10:30am	<b>KEYNOTE: THE HUMAN BRAIN AND ITS FUTURE - HOW TO MAKE YOUR BRAIN MORE CREATIVE, PRODUCTIVE, AND EFFECTIVE</b> <b>Speaker:</b> Heather Berlin, Cognitive Neuroscientist, Host of PBS Nova's "Your Brain"
10:30-10:45am	<b>NETWORKING BREAK</b>
10:45-12pm	<b>HCD INSIGHTS: 2024 A/E/C SURVEY RESULTS AND PANEL DISCUSSION</b> (with Q&A) HCD Brand Director Jennifer Kovacs Silvis will walk attendees through the results of the brand's 2024 A/E/C Survey, followed by a panel discussion with industry leaders who will provide context on the project trends as well as industry opportunities and challenges that the survey captures.
12-1pm	<b>LUNCH</b>
1-2:15pm	<b>OWNERS PANEL: MANAGING FISCAL RESPONSIBILITY</b> (with Q&A) From deferred maintenance to new bed towers, how do healthcare organizations afford it all? What is the fiscal responsibility of owners, and how does new project construction feed into it? In this moderated discussion, a panel of healthcare leaders will explore a range of issues they face in their roles and how they navigate today's challenging healthcare landscape when approaching projects, both large and small.
2:15-2:30pm	<b>NETWORKING BREAK</b>
2:30-4:30pm	<b>SMALL-GROUP BREAKOUTS</b> A highlight of HCD Forum every year, we assign attendees to smaller, multidisciplinary groups and give each group a healthcare challenge/concept to discuss and dissect. Each group comes up with talking points and suggestions that they will then share with the entire assembly Friday morning.
4:30-6pm	<b>ATTENDEE FREE TIME</b>
6-9:30pm	<b>HCD 10 AWARDS DINNER</b> An elegant awards dinner at the Spruce Base Camp, honoring <i>Healthcare Design's</i> HCD 10 winners for 2024.
9:30pm-12:30am	<b>AFTER PARTY</b> Join us for one last nightcap (or more!) at The Whistle Pig right on property at the Lodge at Spruce Peak.

### FRIDAY

8:30-9:30am	<b>BREAKFAST</b>
9:30-11am	<b>SMALL GROUP BREAKOUTS CONT'D</b>
11-11:15am	<b>NETWORKING BREAK</b>
11:15 a.m.-12:30 p.m.	<b>SMALL GROUP REPORT-OUT</b> Topic-based groups will present a high-level view of how two teams approached their assigned challenge as well as their collective takeaways.
12:30 p.m.	<b>END OF EVENT</b>





#### SPONSOR FEEDBACK

**“The schedule allowed some unstructured time. And using assigned seating that was purposefully mixed encouraged interaction with people we didn’t already know well. The size of the event was very good—it felt just right.”**

#### ATTENDEE FEEDBACK

**“The focus on real design innovation has been refreshing (and essential) to our field. The HCD Forum and its unique format proved to be fertile ground for investigating these topics with a talented group of national healthcare leaders. Even among competitors, the mutual respect on display and desire to advance the state of healthcare was inspiring.”**



#### ATTENDEE FEEDBACK

**“This whole event is spectacular, and one that I prioritize attending. The scale, the program, the networking, the community are all perfect. I feel honored and privileged to be invited.”**



#### ATTENDEE FEEDBACK

**“It’s an event I look forward to every year, with the program; the size; the balance of festivities and learning; the in-depth, high-quality interactions; and the relationship-developing (a.k.a. soft sell) with the vendors who sponsor the event.”**







# healthcare design forum

JUNE 24-26, 2025 | HOTEL POLARIS | COLORADO SPRINGS, COLO.

Visit [hcdforum.com](http://hcdforum.com) for the most up-to-date  
info on speakers, events, and other details  
as they become available

For more information, contact:

**Brand Leader**

Jennifer Silvis  
330.883.3488  
[jennifer.silvis@emeraldx.com](mailto:jennifer.silvis@emeraldx.com)

**Publisher**

Scott C. Goist  
216.288.4170  
[scott.goist@emeraldx.com](mailto:scott.goist@emeraldx.com)  
Territory: H-S (company names)

**National Account Manager**

Cindi Richardson  
661.644.4222  
[cindi.richardson@emeraldx.com](mailto:cindi.richardson@emeraldx.com)  
Territory: #s, A-G, T-Z (company names)

[hcdforum.com](http://hcdforum.com)