



2010 HeartCaring Conference

May 19 – 21, 2010
Renaissance Mayflower Hotel
Washington D.C.

2424 North Federal Highway, Suite 100, Boca Raton, Florida 33431 ■ Telephone: 561-544-0755 Fax: 561-544-8149 ■ heartcaring.com

Welcome to *Every Family is a First Family*, the 6th Annual HeartCaring Conference!

Attendance at the 2010 HeartCaring Conference is a requirement for all HeartCaring hospitals to maintain designation, obtain new clinical training materials, and review premier models for success in using HeartCaring as a cardiovascular service line builder. **We look forward to hosting you at the elegant Renaissance Mayflower Hotel from May 19-21, 2010 in Washington, DC.**

The conference will:

- Examine the impact of family history and multiple chronic conditions on cardiovascular health
- Demonstrate best practices and case studies for HeartCaring business, operational, and clinical success
- Analyze how a gender-sensitive approach to medicine can build cardiovascular market share and volumes
- Investigate current national dynamics and future opportunities in women's health, related to care and reimbursement
- Explore the latest in physician practice care management related to statins, geographic disease mapping, and insights in motivational interviewing

An updated agenda is available at www.heartcaring.com.

We are very pleased to present the **2010 HeartCaring Conference Logistics Packet**. Please review it carefully, as it contains important information to help you organize your participation in the conference:

[Fast Facts](#)
[Hotel Information](#)
[Travel Planning Information](#)
[Personal Guest Information](#)
[Helpful Contact Information](#)

If you have any questions, please contact Jennifer Gilli, Program Administrator, at 561-544-0755 x2008, or jgilli@spirithhealthgroup.com.

Kara Briseno
Senior Strategist

Linda Masterson
Director of Corporate Administration and Programs



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2010 HEARTCARING CONFERENCE FAST FACTS

Meeting General Logistics

Date:	May 19-21, 2010
Location:	Renaissance Mayflower Hotel, Washington, DC
Format:	General meetings, breakouts, and social gatherings
Attire:	Business casual
Registration Deadline:	April 1, 2010

Each participating member hospital **must send at least one HeartCaring representative**; other staff and executives are welcome and encouraged to attend. Conference attendance costs/reimbursements are based on the Spirit of Women Agreement signed by the Member – your Network Coordinator can provide details on your Agreement, if you are not sure. Each member falls within one of the three groups listed below:

1. For Members with Spirit of Women Membership Agreements commencing prior to Spring, 2009, and those who did **not** sign the Spirit of Women Membership Agreement Addendum circulated prior to the 2009 Conference → Conference registration and meals are covered for one representative. Accommodations and travel expenses are the responsibility of the Member.
2. For Members with Spirit of Women Membership Agreements commencing prior to Spring, 2009, who **did** sign the Spirit of Women Membership Agreement Addendum circulated prior to the 2009 Conference → Conference registration and meals are covered for the number of representatives specified in your Addendum. In addition, accommodations and reasonable travel for the number of representatives specified in your Addendum are reimbursable through Spirit of Women.
3. For Members with Spirit of Women Membership Agreements commencing after Spring, 2009 → Conference registration and meals are covered for the number of representatives specified in your Agreement. In addition,



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accommodations and reasonable travel for the number of representatives specified in your Agreement are reimbursable through Spirit of Women.

Registration fee of \$850 is applicable for each additional member representative. This fee covers full conference participation, including materials, activities, and meals. All other expenses, including full travel and hotel, are the responsibility of the individual unless the member has signed Attachment C or Addendum to Attachment C to provide for reimbursement of expenses related to attendance, as described above. Additional attendees will be invoiced for the registration fee. Registration fee payment deadline is **April 1, 2010**. Payment may be mailed to Jennifer Gilli, Program Administrator, Spirit of Women, 2424 N. Federal Highway, Suite 100, Boca Raton, FL 33431. Make checks payable to: Spirit Health Group.

ALL ATTENDEES should **REGISTER** via our online system:

www.heartcaring.com/annualconference. Please complete all registration information as you would like it to appear on printed materials, such as name tags, directories, etc. Note that we are also requesting that each attendee provide a photo to be included in our conference directory. You will have the opportunity to upload your photo as a part of the registration process. Please complete all registration details by the registration deadline of **April 1, 2010**.

HeartCaring Conference on-site check-in **begins** at 11:30 a.m. on Wednesday, May 19, 2010 at The Renaissance Mayflower. Opening Session begins at 12:30 p.m. and the HeartCaring Conference **ends** at approximately 12:30 p.m. on Friday, May 21st.

Our **HeartCaring Reception** starts at 6:00 p.m. on Thursday evening, May 20th. Attendance for registered attendees is complimentary. Registered guests may also attend this reception.

Morning Health is ActionSM Chi Walking will be held on Wednesday morning prior to the general session. Please wear comfortable clothing and appropriate footwear if you intend to participate in this activity.



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2010 HEARTCARING CONFERENCE HOTEL INFORMATION

ALL ATTENDEES should **RESERVE YOUR ROOMS** at the Renaissance Mayflower Hotel by **April 1, 2010** on the registration link: www.heartcaring.com/annualconference or call 202-776-9251. Please request the group rate for the 6th Annual HeartCaring Conference.

Reservations must be secured with one night's room and tax at the time of booking, with credit card, cash or check payment. Five days prior to your arrival, a one night's room and tax authorization will be processed on your credit/debit card. Credit cards, checks, and money orders are acceptable forms of deposit funds. Deposits are refundable if the reservation is cancelled up to five (5) days prior to arrival. If you cancel less than 5 days ahead, your credit/debit card will be charged a one night's room and tax penalty by the hotel. In addition, if Spirit of Women incurs any penalties or fees from the Hotel due to your cancellation, we reserve the right to recoup such penalties/fees from you.

Conference room rate is **\$249.00 per night plus 14.5% taxes for a total of \$285.11 per night.** This special rate expires on April 1, 2010. Failure to register your room with the hotel by the reservation deadline of April 1, 2010 may result in your being required to pay the hotel's standard room rate.

Individual departure dates will be reconfirmed upon check-in. Any adjustments to departure date should be made at that time. Shortened lengths of stay, thereafter, will result in a one-time \$50.00 administrative fee.

Learn about our host hotel at:

<http://www.marriott.com/hotels/travel/wassh?groupCode=AHCAHCA&app=resvlink&fromDate=5/19/10&toDate=5/21/10>. Please coordinate directly with hotel staff to take advantage of available services and activities.

Check in after 3:00 p.m. Check out time is 12:00 p.m.

There is a \$40.50 parking fee for valet parking.

Contact the concierge for help in planning your travel to, and activities in, Washington, DC



800-228-7697



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2010 HEARTCARING CONFERENCE TRAVEL PLANNING

Several metro airports are within easy access of the Renaissance Mayflower Hotel. Ronald Reagan Washington National (DCA) is approximately 5 miles away. Washington, DC/Dulles (IAD) is approximately 25 miles away. Baltimore Washington International Thurgood Marshall Airport (BWI) is approximately 55 miles away.

Ground Transportation

Taxi service is available at the airport on an ongoing basis. Inbound travel to the hotel must be handled individually with taxis at the airport. Outbound travel to the airport can be coordinated through the hotel concierge desk. Approximate one-way fares from area airports are as follows: Ronald Reagan Washington International: \$18; Dulles: \$65; Baltimore Washington International Thurgood Marshall Airport (BWI): \$70.

Airport Shuttle service is available from Ronald Reagan Washington International and Washington, DC/Dulles airports via Super Shuttle. Visit www.supershuttle.com for more details regarding this service. Roundtrip fares are available. Inbound to hotel is not prearranged and shuttle tickets can be purchased at the airport. Outbound travel to airport must be prearranged, preferably via a roundtrip ticket purchase. You must confirm your outbound details the day before pickup at the hotel. Note that outbound shuttles are not necessarily direct to the airport.

Average weather for Washington, DC in May is High: 75°; Low: 56°



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2010 HEARTCARING CONFERENCE **PERSONAL GUEST INFORMATION**

This information is for Personal Guests of registered attendees.

Note that personal guests are not permitted to attend the HeartCaring Conference general session, meals, or breakout sessions, but are permitted to attend all social functions.

Personal guests' registration fee is \$100.00 per person and includes participation in the following conference activities:

HeartCaring Conference Reception
***Health Is Action* activity**

Please register your guest(s) online when you register. Guest registration fees must be prepaid. Please send the registration fee to be received by the National Spirit Office by **April 1, 2010**. Checks or money orders should be made payable to Spirit of Women and mailed to:

Jennifer Gilli
Programs Administrator
Spirit of Women
2424 N. Federal Highway, Suite 100
Boca Raton, FL 33431



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2010 HEARTCARING CONFERENCE HELPFUL CONTACT INFORMATION

SPIRIT OF WOMEN
2424 N. FEDERAL HIGHWAY, SUITE 100
BOCA RATON, FL 33431

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1127 CONNECTICUT AVENUE, N.W.

WASHINGTON, D.C. 20036

WWW.RENAISSANCEHOTELS.COM/WASSH

202-347-3000