

# Healthcare: Critical Marketing & BD Strategies for Today's Healthcare Industry.

Marcia Musico is a Senior Principal of TLC Engineering for Architecture, which is a 55 yr industry leader in marketing healthcare professional services for the A/E/C industry, speaks to an intimate group about specific strategies for success in today's and tomorrow's healthcare market. Ms. Musico will share her strategies for identifying future work; outlining best practices for pursuit of this work; and will share her experience on what healthcare clients are looking for from their architects, engineers and contractors. She will additionally discuss the benefits and challenges of the industry and the various building and project types within this industry. The attendee will learn about key strategies of successful healthcare design firms and how to strengthen their existing relationships within this industry. The workshop is intended for both firms with existing work in the healthcare industry and those who are looking to break into the healthcare industry to diversify their practice. Ms. Musico will conduct a hands-on workshop with open question and answer sessions that will provide candid advice and some best practices used in her own professional career.



## About the speaker:



Ms. Musico, is a Senior Principal overseeing the healthcare marketing and business development efforts at TLC Engineering for Architecture. At 400 people, TLC is one of the largest MEP and Structural Engineering firms in the country leading the healthcare design industry, over 30% of firm overall projects are in the healthcare market. In addition to hospitals and medical centers, TLC designs free standing emergency surgery centers, ambulatory care centers, medical office buildings, cancer centers, imaging centers and senior housing. Major healthcare systems are represented in their portfolio, including Florida Hospital Health System, Adventist Health, Community Health System, Baylor, Orlando Health, Ascension Health, Baptist Health South Florida, Catholic Health Initiatives, and Health First.



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This program relates to:  
Domain 3: Client and Business Development

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401 East Las Olas Boulevard, 20th Floor  
Fort Lauderdale | Tel 954.468.1763

**Wednesday, November 12, 2008**

Registration:

**11:30 am - 12:00 pm**

Luncheon/Program:

**12:00 pm - 1:15 pm**

Cost:

**\$45 members, \$55 non-members**

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