



# RSNA Exhibit

# NETWORK

providing exhibit info for the medical industry

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## November/December 2005

### Pre-show Edition

RSNA 2005 is only a few weeks away. This special pre-show edition of Exhibit Network has reminder notices and meeting tips to help your last-minute planning. As always, if you need assistance, please contact our exhibit department for immediate help.

#### From the Exhibit Floor

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#### From the Exhibit Floor

### Exhibitor Badges

Badges were mailed to each company contact the week of October 31. At McCormick, a \$30 fee will be assessed for duplicate badges, requests for new badges, and badges that exhibitors leave at Will Call because they were unable to distribute them in advance. If you do not receive your badges by early November, please contact Iris Kaplan at Expo Exchange at (1-847) 940-2462.

*Reminder* —An exhibitor may not provide an exhibitor badge to any RSNA members or persons eligible for general registration. Exhibitors may also not provide badges to individuals who wish to gain admission for the purpose of contacting other exhibitors. Children under the age of 16 will not be allowed on the exhibit floor at any time. Please refer to Rule 12 regarding Exhibit Hall Attendance/Badge Control should you have any questions.

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### Guest Vouchers

As a RSNA Technical Exhibitor, you will receive complimentary one-day **Technical Exhibits Only Guest Vouchers** with your advance registration and badge order. These vouchers are distributed by you to qualified guests and are then exchanged for a one-day Technical Exhibits Only Badge at Exhibitor Registration located on Level 3 of the Grand Concourse.

*The formula used to distribute exhibitor guest vouchers are:*

Booth Size	Guest Vouchers
100–900 sq. ft.	5



1,000–3,900 sq. ft.	10
Greater than 4,000 sq. ft.	20

**Onsite Exhibitor Help Centers** are located in Halls A & B. Exhibit Floor Managers will be on hand to assist exhibitors before, during and after the annual meeting.

**Booth Security** – Exhibitors may lock-up their valuable items overnight in the Security Offices located in both halls. Companies wishing to hire security guards can do so onsite through Armageddon or AF Services—the two official Security companies for RSNA 2005. Advance orders can be processed through RSNA. See the online Service Kit for order forms and details.

All **Internet connection** orders must be placed through RSNA. Please submit to RSNA the RSNA Order Form, the Drop Diagram indicating where the drop should be placed, and the order payment. See the online Service Kit for order forms and details.

**Lead Retrieval Devices** – Expo Exchange will rent lead retrieval devices to exhibitors who wish to track their attendees. See the online Service Kit for order forms and details.

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## ■ Contractors, Facility, City

### Spotlight—Chicago Convention & Tourism Bureau

The Chicago Convention & Tourism Bureau (CCTB) is RSNA’s liaison to Chicago.

Chicago is home of spectacular attractions, including the newest global icon—Millennium Park—as well as Navy Pier and the Museum Campus, which is just a short distance from McCormick Place.

Catch a play (or two) in any one of the multiple theater districts ranging from Broadway-style to the unique. WICKED, winner of 15 major awards including a Grammy ® Award and three Tony Awards ®, is playing at the Ford Center for the Performing Arts, Oriental Theatre.

After you’ve completed your business at RSNA 2005, head out for a taste of Chicago. The city offers a wide variety of downtown restaurants to suit every culinary taste, from Italian, Chinese, French, and Mexican, to restaurants in ethnic neighborhoods such as Chinatown, Greek town or Little Italy.

Visit [www.meetinchicago.com/rsna](http://www.meetinchicago.com/rsna) for a complete listing of events taking place during your stay in Chicago.

### Looking for a snack during move-in?

McCormick Place has a number of food outlets open during Move-In which is November 21 – November 26. Please note that all outlets will be closed on Thursday, November 25 for Thanksgiving.

**Connie’s Pizza, North Building, Level 2, Lobby**..... 10:00 a.m. to 5:00 p.m.

**McDonald’s Express, North Building, Level 2, Lobby**..... 7:00 a.m. to 3:00 p.m.

**Plate Room Food Court, Grand Concourse, Level 2.5**..... 8:00 a.m. to 2:00 p.m.

**Starbucks, Grand Concourse, Level 2.5**..... 7:00 a.m. to 2:00 p.m.

**Networks Restaurant, Hyatt Regency McCormick Place**.....6:00 a.m. to 10:00 p.m.

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**Meeting Solutions & Tips**

**Exhibitor Functions**

A number of companies will be conducting activities before and after exhibition hours during RSNA 2005. Social events, focus groups, or even a staff meeting must adhere to RSNA guidelines. For more information, contact Kim Christianson, CMP, at (1-630) 571-7848 [Kim Christianson](#) or Kimberly Gavin at (1-630) 571-7842 [Kimberly Gavin](#).

**Getting to and from McCormick Place**

Several options are available as you and your staff travels between McCormick Place and your hotel. Some of the options include:

**Shuttle Bus Service** is provided from Saturday, November 26 to Friday, December 2. Refer to the 2005 Pocket Guide for complete information.

**Taxi Shared Ride Program** allows up to four passengers to be grouped according to their destination for a fare of \$5.00 per person.

*Taxi Pick-up:*

South Building, Level 1.....Gate 4

Lakeside Center, Level 2.....Gate 30

**Metra Electric Train Service**— All RSNA 2005 attendees (including exhibitor personnel) can use a **complimentary** Metrapasson trains operating between Randolph St./Van Buren St. and McCormick Place from Saturday, November 26 to Friday, December 2.

You can get a free pass at the Exhibitor Help Centers or the Metra Information Desk located on Level 2.5 of the Grand Concourse. Travel time on the line is approximately 7 minutes each way. The McCormick Place Station is underground and accessible from the west side of the Grand Concourse.

During installation days, the Metra fare ride is \$1.85. Tickets can be purchased by machine at the Metra entrance in the Grand Concourse. Refer to the RSNA 2005 Pocket guide for a train schedule.

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**Meeting Calendar**

~ Shown below highlights important RSNA Technical Exhibition deadlines and dates:

November 2005						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2005						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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~ **Deadlines & Dates**

<b>November 4</b>	> Function Space Request Form deadline > Exhibitor Individual Housing Form deadline > Form deadlines for Freeman Services (Transportation, Labor, Rigging, Freight, Cleaning, Rental Exhibits, Signs & Graphics)
<b>November 11</b>	>Booth Security Service Order Form deadline >VIP Morning Tour Request Form deadline >RSNAnet Application deadline
<b>November 14</b>	Newsroom/News Conference Request Form deadline Advance Shipping to Freeman Warehouse (receipt deadline)
<b>November 18</b>	Social Event Busing Request Form deadline
<b>November 21-23</b>	Target move-in
<b>November 25-26</b>	General move-in
<b>November 27- December 1</b>	RSNA Technical Exhibition
<b>December 1-2</b>	Move-out

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**Get more information or if you have a question please contact out Meetings Staff.**  
[Click here](#) for staff listing and a photograph.

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# RSNA Exhibit

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## July 2005

### 570 Companies and Counting!

The first round of this year's space assignments included 570 companies. That beats last year's number by 40 companies, an 8% increase from the 2004 exhibition.

*"We expect some consolidations through company mergers and acquisitions, but we still are very optimistic that 2005 will be another record-breaking year for RSNA"* according to John Jaworski, who's been RSNA's Technical Exhibits Manager the past six years.

At RSNA 2004, 690 companies exhibited, including 73 from outside of North America. RSNA projects that more than 725 companies will exhibit this year. It will be the first time that the number of technical exhibitors will pass the 700 mark in RSNA's 91 year history!

#### From the Exhibit Floor

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#### From the Exhibit Floor

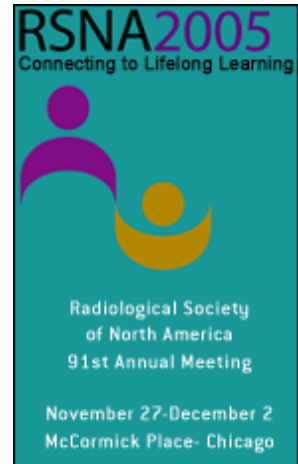
##### ~ Technical Exhibitor Service Kit

The RSNA 2005 Technical Exhibitor Service Kit will be available online at [rsna2005.rsna.org](http://rsna2005.rsna.org) on July 5. This updated online-only kit makes it easy to navigate through various support tools such as an interactive deadline list, a service kit index and an FAQ. In the service kit, you will be able to find all the important information you need to plan a successful meeting, including registration hours, exhibit installation and dismantle hours, rules and regulations, RSNA forms, marketing and promotional tools, and official contractor information. The electronic kit also will provide access to online ordering with various contractors.

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##### ~Exhibitor Buyer Program

The Exhibitor Buyer Program is designed to help RSNA get your audience to visit the annual meeting. The best person to identify your target audience is you. By submitting a list of 25 healthcare executives that your



#### RSNA Trivia

**What was the name of the Chicago hotel where the annual meeting took place before McCormick Place was used to host the RSNA annual meeting?**

- A. Hilton
- B. Palmer House
- C. Hyatt

[Click here for answer...](#)

company would most like to see at RSNA 2005, RSNA will send each executive a personal letter of invitation (naming your company as the inviter) and the RSNA 2005 Registration Brochure encouraging them to attend the upcoming meeting. For information about this program, look in the RSNA Exhibitor Service Kit under section 2 later in July.

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## Contractors, Facility, City

### ~ Spotlight – Floral Exhibits, Limited

This month we are highlighting another important contractor. Floral Exhibits has served as the official florist of the RSNA annual meeting for the past 24 years. Last year, Floral Exhibits provided 304 cut-floral arrangements, 564 flowering plants and 3,379 tropical plants.

How can they be of assistance to you as you plan for the 2005 meeting? Have you considered incorporating a small garden in your exhibit? They have park benches, fountains and paving stones. They can design an attractive conference area by using a hedge of green plants.

Flowers and plants create a sense of well being, bring oxygen into the air and entice your customers to stay longer in your booth. Plants can also be used to cover wires or hide damaged panels. Colorful flower arrangements are a cost-effective way of calling attention to your product.

Floral Exhibits looks forward to working with you at the 2005 meeting and will have a professional staff of floral designers, sales personnel and production assistants ready to assist you.

For more information contact them at (773) 277-1888 or at [www.floralexhibits.com](http://www.floralexhibits.com).

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### ~ Exhibitors May Benefit from Labor Union Agreement with McCormick Place

Chicago's McCormick Place, home of the RSNA annual meeting, has announced an agreement with labor unions that could lead to lower costs for exhibitors.

Officials of the Metropolitan Pier and Exposition Authority, which owns and operates McCormick Place, said the agreement addresses many of the major categories of concern for exhibitors, such as expanded hours that unions would be paid straight-time wages and increased flexibility for exhibitors to perform some of their own work. This includes a new rule that allows exhibitors to hang signs and hook up electrical connections without assistance from union personnel.

Mayor Daley called the agreement a start: "We are crawling, and hopefully we will walk and will all run together." Information and details were presented at the RSNA Technical Exhibitor Planning Meeting on June 28. A representative from The Freeman Companies, our General Contractor for the 2005 RSNA annual meeting, explained the changes in labor practices at McCormick Place.

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### ~ Chicago's Newest Hotel Properties

You may want to check in to one of the Chicago's two newest hotels.

The Four Points by Sheraton has 226 guest rooms. Each guest room and suite features a microwave, refrigerator, coffee maker and high-speed Internet access (wired and wireless). The hotel is just off Chicago's renowned Magnificent Mile in the heart of an exceptional variety of dining, shopping and entertainment options.

The Crowne Plaza Chicago Metro is located in the trendy "West Loop" neighborhood. The hotel is just blocks away from the Financial District, the United Center, Harpo Studios (home of the Oprah Winfrey Show), the University of Illinois-Chicago campus, and the Illinois Medical District. All rooms include 27" flat-screen and high-definition televisions, high-speed Internet access, cordless telephones, coffee makers and an in-room safe.

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## Meeting Solutions & Tips

### ~ International Travel

If your company has staff coming to the RSNA annual meeting from outside of the United States, apply for visa applications as soon as possible. It is recommended that international delegates start the visa process no later than the month of August. For more information regarding an Invitation Letter and Visa Information for travel to the United States, go to [http://rsna2005.rsna.org/rsna2005/V2005/index.cvn?id=70065&p\\_navID=502](http://rsna2005.rsna.org/rsna2005/V2005/index.cvn?id=70065&p_navID=502).

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### ~ Exhibitor Listing: Feature 5 Company Products Online!

Exhibitors may now highlight up to five company products in the online Exhibitor List. For best results, please make sure your logo is not too large in pixel size before uploading it to the server. RSNA does **NOT** resize images on the Web page, so if you upload your logo and it looks too large, please have a member of your IT staff resize it. Remember your company logo is your brand identity.

**NOTE :** If you are exporting your images, be sure to use **RGB** color for your logo instead of CMYK color. Graphics saved in CMYK format are for printing and cannot be viewed on Web pages.

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### ~ Early Bird Rates

Be sure to take advantage of the many discounted prices that some of the contractors offer to exhibitors who place their orders before a deadline date. All deadlines will be posted on the order forms located in the online RSNA Exhibitor Service Kit. In most instances, you can save 20% – 25% if you place your order before the official deadline date. Don't delay!

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## Meeting Calendar

~ Shown below are the next 90 days highlighting important RSNA Technical Exhibition deadlines and dates:

July 2005						
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

August 2005						
Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

September 2005						
Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

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### ~ Deadlines & Dates

<b>July 4</b>	Office Closed/ Independence Day
<b>July 5</b>	Exhibitor Service Kit available
<b>July 6</b>	Deadline for Exhibitor Block Housing Form
<b>July 29</b>	Deadline for reduction / cancellation of exhibit space (for full refund)
<b>August 8</b>	Hotel Assignments are mailed to Block Housing Exhibitors
<b>August 12</b>	Deadline for final payment
	Deadline for reduction/cancellation of exhibit space (for partial refund)
<b>August 15</b>	Block Housing hotel deposits are due
<b>August 26</b>	Headquarters Office Space assignments close
<b>September 2</b>	Deadline for submission of Free-Form/Peninsula/Mobile exhibit plans
<b>September 6</b>	Non-RSNA Satellite Symposia
<b>September 19</b>	Target Move-in Assignments released

**Answer to Trivia:**  
 B. Palmer House  
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[Click here](#) for staff listing and a photograph.

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**June 2005****Where's Your Booth at RSNA 2005?**

We have just completed the 1st round of space assignments for our 2005 meeting. The assignments will be announced at our June 28 Exhibitor Planning Meeting at the Rosewood Restaurant & Banquet facility in Rosemont, IL. Written confirmations will be mailed that same week. Over 558 companies were included in the 1st round. We will continue to process applications and assign space to other interested companies up to a week before exhibit setup begins November 21!

**From the Exhibit Floor**

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**Contractors, Facility, City**

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**From the Exhibit Floor****~ Second Story Exhibits****New for 2005**

Second level exhibits with products or equipment will be assessed a surcharge of \$15.00 per square foot (\$22.50 for all standard exhibitors) on the total square footage of the second level. Exhibits with only meeting and conference room setups on the second level will NOT be charged.

Last year, 243 companies used freeform exhibits (20' x 20' or larger) while 17 had second-story levels, so this new fee will likely affect a very small percentage of exhibiting companies in 2005.


If you have questions about this charge or any other space rental fee, please contact us as soon as possible at [exhibits@rsna.org](mailto:exhibits@rsna.org)

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**~ Internet Connections**

All network connections for exhibiting companies at this year's Technical Exhibition must be secured through

**RSNA2005**  
Connecting to Lifelong Learning



Radiological Society  
of North America  
91st Annual Meeting

November 27-December 2  
McCormick Place- Chicago

**RSNA Trivia**

**At previous RSNA meetings, the IHE initiative stood for what ?**

- A. International Health Economies**
- B. Integrating the Healthcare Enterprise**
- C. International Health Exhibitions**

[Click here for answer...](#)

RSNA and not through FOCUS ONE of McCormick Place. All confirmed exhibitors will have access to the online RSNA Exhibitor Service Kit after July 5. You will be able to easily find and download the Application/Contract and the Connection Diagram Form to order network services. An early-bird rate has been established if you place an order before **October 12**. After October 12, orders will be billed at the regular rate.

More companies each year are requiring network connections so we encourage you to place your order as soon as possible. If you have questions regarding services for technical exhibitors, contact John Jaworski, RSNA exhibit manager, at (630) 571-7869 or [jjaworski@rsna.org](mailto:jjaworski@rsna.org)

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### ~ Headquarters Office

Many of our larger exhibitors secure Headquarter office space for the annual meeting. HQ offices are enclosures where companies can conduct staff meetings, distribute show badges and provide other off-site booth services for their exhibit personnel. Please note: these areas are restricted to **exhibitor staff only**. Professional attendees are not permitted entry and, therefore, HQ offices should not be used in conjunction with any exhibit booth activities.

HQ office space rate is \$10.00 per square foot for preferred exhibitors and \$15.00 per square foot for all standard exhibitors. All HQ office labor, materials and services will remain under the control and supervision of our general contractor, The Freeman Companies. This area is constructed in modular hard-wall units and can be custom built and decorated to your specifications. We recommend placing your request for HQ office space before August 26. For more information, contact [exhibits@rsna.org](mailto:exhibits@rsna.org)

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## ■ Contractors, Facility, City

### ~ Spotlight - Expo Exchange, LLC, your lead retrieval management source

Each RSNA professional attendee will carry a credit-card-size ExpoCard™ that electronically stores their registration data. With one swipe of the ExpoCard through an ExpoCard Reader, you will know who your visitors are, where they're from, and what interests they have.

ExpoExchange offers several options for you and your company. From the standard ExpoCard Reader to the more customized lead retrieval option called ExpoCard Web, ExpoExchange can help you quickly identify hot prospects, capture interests of those visiting your booth and send information to your sales force by show's end. Based in Frederick, Maryland, ExpoExchange has been developing marketing and sales lead management products for the meetings industry for many years and will be working with RSNA as well as with 2005 exhibitors like yourself.

For more details, call the ExpoExchange Exhibitor Marketing Group at (800) 787-0475.

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### ~ Chicago's Newest Attraction - Millennium Park

One of the most recent and most significant Chicago city projects is Millennium Park. Located downtown on Michigan Avenue between Randolph and Monroe Streets this 24.5-acre park features the Jay Pritzker's Pavilion, the most sophisticated outdoor concert venue of its kind; an interactive fountain by Jaume Plensa; and Anish Kapoor's hugely popular *Cloud Gate* sculpture.

We highly recommend a visit (weather permitting) during the week of RSNA 2005.

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### ~ Broadway in Chicago - WICKED

Theatre: Ford Center for the Performing Arts, Oriental Theatre

Running time: 2:43:00 including intermission

Chicago is the first city outside of New York to get its very own, open-ended production of the Broadway hit WICKED.

**"THE BEST MUSICAL OF THE YEAR. If every musical had the brain, the heart and the courage of WICKED, then Broadway would be a more magical place." - Time Magazine**

Here's a chance during RSNA 2005 to relax and enjoy a theatre experience you will never forget. Ticket prices range from \$30 to \$85 and may be ordered online through [ticketmaster.com](http://ticketmaster.com) or call Broadway in Chicago Ticket Line at (312) 902-1400. For group sales (20 or more), call (312) 977-1710.

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## Meeting Solutions & Tips

### ~ Exhibitor News Conferences

RSNA will again provide news conference services to exhibitors during the 2005 annual meeting.

These services, offered to exhibitors **at no charge**, include news conference scheduling, securing a space at McCormick Place, selecting A/V equipment (LCD projector, screens, and mult box), labor to operate it, and schedules of exhibitor conferences for the media. Additional A/V equipment will be provided at rental cost. For more information, contact Cara Cernick at (630) 571-7869

or [ccernick@rsna.org](mailto:ccernick@rsna.org)

Newsroom Guidelines for Exhibitors will be available in the online RSNA Exhibitor Service Kit after July 5 to all confirmed exhibitors .

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### ~ Exhibitor Listings

When you apply for exhibition space, you are also asked to fill out an **Exhibitor Information Form** with your company profile and categories of products and services your company provides. The information will appear on our meeting Web site [rsna2005.rsna.org](http://rsna2005.rsna.org) at the end of June under **Exhibitor Listings** .

After July 5, when all 1st round exhibitors, their floor position and booth size are confirmed, you'll receive a password from RSNA giving you access to your online company listing. You will be able to update and customize your listing, upload your company logo, identify keyword searches, modify color and layout, and add product images and descriptions. The bottom line is that this format allows you to create a listing that best reflects your company's offerings and image. Any upgrades you make to your company listing are free!

If you have questions about the Exhibitor Listings and Floor Plan contact [exhibits@rsna.org](mailto:exhibits@rsna.org)

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## Meeting Calendar

~ Shown below are the next 90 days highlighting important RSNA Technical Exhibition deadlines and dates:

June 2005						
Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	<a href="#">1</a>	<a href="#">2</a>	<a href="#">3</a>	<a href="#">4</a>
<a href="#">5</a>	<a href="#">6</a>	<a href="#">7</a>	<a href="#">8</a>	<a href="#">9</a>	<a href="#">10</a>	<a href="#">11</a>
<a href="#">12</a>	<a href="#">13</a>	<a href="#">14</a>	<a href="#">15</a>	<a href="#">16</a>	<a href="#">17</a>	<a href="#">18</a>
<a href="#">19</a>	<a href="#">20</a>	<a href="#">21</a>	<a href="#">22</a>	<a href="#">23</a>	<a href="#">24</a>	<a href="#">25</a>
<a href="#">26</a>	<a href="#">27</a>	<a href="#">28</a>	<a href="#">29</a>	<a href="#">30</a>	1	2

July 2005						
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	<a href="#">1</a>	<a href="#">2</a>
<a href="#">3</a>	<a href="#">4</a>	<a href="#">5</a>	<a href="#">6</a>	<a href="#">7</a>	<a href="#">8</a>	<a href="#">9</a>
<a href="#">10</a>	<a href="#">11</a>	<a href="#">12</a>	<a href="#">13</a>	<a href="#">14</a>	<a href="#">15</a>	<a href="#">16</a>
<a href="#">17</a>	<a href="#">18</a>	<a href="#">19</a>	<a href="#">20</a>	<a href="#">21</a>	<a href="#">22</a>	<a href="#">23</a>
<a href="#">24</a>	<a href="#">25</a>	<a href="#">26</a>	<a href="#">27</a>	<a href="#">28</a>	<a href="#">29</a>	<a href="#">30</a>
<a href="#">31</a>	1	2	3	4	5	6

August 2005						
Su	Mo	Tu	We	Th	Fr	Sa
31	<a href="#">1</a>	<a href="#">2</a>	<a href="#">3</a>	<a href="#">4</a>	<a href="#">5</a>	<a href="#">6</a>
<a href="#">7</a>	<a href="#">8</a>	<a href="#">9</a>	<a href="#">10</a>	<a href="#">11</a>	<a href="#">12</a>	<a href="#">13</a>
<a href="#">14</a>	<a href="#">15</a>	<a href="#">16</a>	<a href="#">17</a>	<a href="#">18</a>	<a href="#">19</a>	<a href="#">20</a>
<a href="#">21</a>	<a href="#">22</a>	<a href="#">23</a>	<a href="#">24</a>	<a href="#">25</a>	<a href="#">26</a>	<a href="#">27</a>
<a href="#">28</a>	<a href="#">29</a>	<a href="#">30</a>	<a href="#">31</a>	1	2	3

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### ~ Deadlines & Dates

**June 6** Exhibitor Housing System Opens

- June 28** Exhibitor Planning Meeting  
Space assignment and invoice mails
- July 4** Office Closed/ Independence Day
- July 5** Exhibitor Service Kit available
- July 6** Deadline for Exhibitor Block Housing Form
- July 29** Deadline for reduction / cancellation of exhibit space (for full refund)
- August 8** Hotel Assignments are mailed to Block Housing Exhibitors
- August 12** Deadline for final payment  
Deadline for reduction/ cancellation of exhibit space (for partial refund)
- August 15** Block Housing hotel deposits are due
- August 26** Headquarters Office Space assignments close

**Answer to Trivia:**  
**B. Integrating the**  
**Healthcare Enterprise**

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