

SUSTAINABLE
HEALTH CARE

IT'S TIME TO JOIN



PRACTICE
Greenhealth™

Are you ready to create a culture of environmental stewardship at your health care facility? Practice Greenhealth has the knowledge and resources you need to become a recognized leader of sustainability in your community. **Advance your journey to sustainability today—join Practice Greenhealth.**

HEALING PATIENTS AND THE COMMUNITY

“American
health care
is a **GREAT**
national
resource.

Our doctors, nurses, hospitals, and medical schools are sought-after worldwide. Our research, innovations, and breakthroughs continue to drive better outcomes wherever they are found. So sustainability is not a buzzword in health care. It needs to be part of our overall strategy as providers to assure we will be here for our patients and communities not only in this generation but for our children and grandchildren and beyond.”

—**DELOS COSGROVE M.D.**
CEO and President at Cleveland Clinic



Cost-savings from recycling
\$16.8 million*

Hospitals are in the business of healing. So doesn't it make sense that a community's wellness should start with the local hospital? As the second-largest industry in the U.S., health care has far-reaching effects on air, water, and, ultimately, human health.

Imagine the difference we could make if all hospitals across the country operated within a framework of sustainability. Creating a healthier facility through environmental stewardship benefits patients and the community, while providing a safe and respectful work environment. Hospitals have the responsibility—and, now, the opportunity—to make sustainability part of their culture. By becoming a member of Practice Greenhealth, hospital professionals are educated and motivated, have the tools necessary for success, and are empowered to navigate the complex waters of sustainability.

A hospital's mission is to protect the health of its patients, employees, and the community. But a hospital's energy and water consumption, waste generation, and toxic chemical use often contradict this mission. Slowing down—or even

reversing—the environmental impact caused by operating a health care facility is one of the most important challenges we face today. Practice Greenhealth is *the* source for environmental solutions for the health care sector, lending support to create better, safer, greener workplaces and communities.

Founded on the principles of positive environmental stewardship and best practices, Practice Greenhealth is recognized as the leading nonprofit membership and networking organization for sustainable health care. Every health care facility has a distinct set of core values and aspirations, and aligning that set with sustainability can support a facility's economic, social, and environmental success. Practice Greenhealth champions a hospital's goals of providing quality patient care, improving efficiencies, generating cost savings, and supporting community health by helping to create a more environmentally focused business model. **Practice Greenhealth offers a package of practical and cost-effective benefits and services to its members and continues to educate, motivate, and engage the health care industry to improve the health of patients, staff, and the communities they serve.**

*Cost-savings displayed (throughout this publication) are based on aggregate amounts saved by 149 Practice Greenhealth top award winners from 2012. Average annual savings in all categories from this relatively small group is \$369,127 per facility.



BECOME A PRACTICE GREENHEALTH MEMBER

JOIN the movement to improve health care and our communities. Practice Greenhealth membership extends to hospitals and health care systems, community health care centers, manufacturers and service providers, design and engineering firms, group purchasing organizations, and affiliated nonprofit organizations.

Cost-savings from
SUD reprocessing
\$18.3 million

HEALTH CARE SYSTEM OR HOSPITAL MEMBERS

Whether your hospital or health care system is leading the way, just getting started, or somewhere in between, Practice Greenhealth is prepared to work together to help you set goals, provide expert knowledge, guidance and support, and celebrate the success of your sustainability achievements.

COMMUNITY HEALTH CENTER MEMBERS

In response to the growing commitment among the health care community to reduce its environmental impact, Practice Greenhealth is available to Community Health Centers, including outpatient surgery centers, physician and dental offices, veterinary clinics, and more, where the challenges and issues of sustainability are much the same as in acute care environments.

BUSINESS MEMBERS

For businesses marketing to health care providers, sustainability is more than a mission statement; it represents a corporate commitment to the highest standards of sustainability in product development, manufacturing, distribution, and life-cycle. Manufacturers and service providers commitments to social and environmental responsibility are driving a growing number of purchasing decisions within health care.

STRATEGIC ASSOCIATE MEMBERS

This membership category is reserved for nonprofit organizations, nongovernment organizations (NGOs), government agencies, and associations that have chosen to align with Practice Greenhealth's sustainability mission.



CONNECT, ENGAGE, EDUCATE, MOTIVATE

Health care is one of the most rapidly changing industries, and no single sustainable journey fits every context. So Practice Greenhealth has developed several resources for you to utilize depending on your sustainability needs. When you join Practice Greenhealth you will:

Connect with the Practice Greenhealth community and learn how to use its tools and resources. Learn how to **engage** leadership and staff to build a successful sustainability program. **Assess** the starting point for your organization by setting a sustainability baseline. **Compare** your organization's baseline to environmental performance across the sector to identify opportunities. **Align** sustainability opportunities with organization-specific drivers to **set realistic, measurable goals**. Use key tools, resources, and case studies to develop and **implement** an action plan. Collect meaningful data to **track and measure** progress. **Recognize** staff for great work internally and through Practice Greenhealth's Environmental Excellence Awards, and **review** progress to inform ongoing and future goals.

Find success in your sustainability journey through these Practice Greenhealth benefits and services.



Cost-savings from reusable
sharps containers
\$749,000



SIGNIFICANT DISCOUNT

on the annual CleanMed Conference & Exposition, the premier environmental conference for sustainability in health care.

BENEFITS OF MEMBERSHIP

EDUCATION:

Learn how to manage sustainability in health care from a team of experts. Practice Greenhealth has developed cutting-edge training and education programs, bringing years of experience working to build and integrate sustainability programs in many of the nation's leading hospitals. Practice Greenhealth offers members expert forums, eLearning courses, series of webinars (on topics including: greener operations, Greening the OR, environmentally preferable purchasing, healthy food and greening the supply chain), and the annual CleanMed Conference and Exhibition.

RESOURCES:

Your facility will be assigned an account executive from our Facility Engagement Team to help you develop the appropriate plan for your sustainable journey. You will also have access to case studies, step-by-step guides, and technical fact sheets, as well as Practice Greenhealth's Eco-Checklist. A valuable tool based on best practices, the Eco-Checklist is designed to help you easily assess the level of environmental operations in existence at your health care facility and provides actionable tasks for your staff or Green Team to prioritize and pursue at its own pace.

TOOLS:

The Greenhealth Sustainability Dashboard allows your health care organization to track sustainability data and metrics with Practice Greenhealth's secure, internet-based tool. Detailed environmental performance is carefully monitored through data relating to priority areas such as waste, water, energy, transportation, human resources, and purchasing. While you measure and track progress toward your goals, you improve your environmental and financial performance. Another tool, Greenhealth Tracker, is health care's leading waste data management system, developed especially for health care environments. Greenhealth Tracker empowers facility managers to measure, analyze and manage seven distinct waste streams. Members receive significant discounts on license fees for both the Dashboard and Tracker tools.

MEASURE:

Calculate how your energy use impacts health. Based on the U.S. EPA analysis of health impacts of power plant emissions, the Healthcare Energy Impact Calculator (EIC) estimates premature deaths, chronic bronchitis, asthma attacks, emergency room visits and more per kilowatt-hour per year. The EIC displays the projected number of incidents, estimates of medical treatment costs, their external societal costs, and the likely emissions permit costs for the greenhouse gases.

CleanMed is the premier global conference for leaders in health care sustainability, fueling the movement for environmentally responsible health care and inspiring new ideas and means for success.

PRACTICE GREENHEALTH
**environmental
 EXCELLENCE
 AWARDS**

Take Pride in Your Commitment to Sustainability. **The Environmental Excellence Awards** recognize the commitment of Practice Greenhealth members who reduce their facility's environmental footprint as they continue to improve quality of care.

PUBLICATIONS:

Published five times a year, *Greenhealth* magazine is our primary communications vehicle to keep members informed of trends in the sector and the activities of Practice Greenhealth, its members and the health community. In each issue, we present the latest topics, ideas, and practices that are being explored and implemented in communities today all aimed at making health care more ecologically sound and sustainable. *Greenhealth* magazine is also available online. *Greenhealth eNews* arrives in email boxes weekly to provide a snapshot of what's happening in health care sustainability across the country.

REPORTS:

Practice Greenhealth's Sustainability Benchmark Report highlights comprehensive data illustrating the progress of sustainability across the health care sector. The report analyzes data provided by health care facilities of various types and sizes collected for the Practice Greenhealth Environmental Excellence Awards. In addition to informative data, the report shares sustainability trends and emerging focus areas.

PRACTICE GREENHEALTH INITIATIVES

GREENING THE SUPPLY CHAIN®

Recognizing the connection between their healing mission and the products they purchase, leading hospitals and group purchasing organizations are joining together with Practice Greenhealth in the Greening the Supply Chain Initiative. Created specifically to increase the number of environmentally preferable products used by hospitals, Practice Greenhealth offers the tools and resources to guide your environmentally preferable purchasing efforts.

GREENING THE OR®

The Greening the OR Initiative is a collaborative effort to envision what the green operating room of the future might look like, and what kinds of products, programs, and best management practices hospitals can focus on as a means of getting there. Practice Greenhealth is committed to working with its partners and endorsing hospitals to provide the data, tools, and resources necessary to substantiate these best practices as a critical step to widespread adoption across the sector.

**PRACTICE GREENHEALTH'S
 MEMBERSHIP
 SCORECARD**

Practice Greenhealth Membership becomes "free."

Practice Greenhealth benefits deliver real, tangible value along with benefits more variable in value. To demonstrate this, we have created a sample scorecard using a hospital with 250 beds that shows how the savings add up and how the return on investment exceeds the cost of membership.

Description	Member Cost	Non-member Cost	Member Value / Savings	Total Net Cost/ Savings (ROI)
Membership Investment				
Annual Membership @ 250 Beds	\$2,500	—	(\$2,500)	(\$2,500)
Membership Savings				
CleanMed Conference Attendance	\$649 per person	\$929 per person	\$280	\$560 (assumes two staff attend)
<i>Greenhealth Magazine</i>	<i>free</i>	\$100 annually	\$100 per magazine	\$400 (assumes four staff receive/yr.)
Greenhealth Careers Job Posting	\$250	\$300	\$50 per job posting	\$150 (assumes three jobs posted)
Webinars	<i>free</i>	\$99 per webinar	\$990	\$990 (assumes 10 webinars in a year)
eLearning Courses: Sustainability	<i>free</i>	\$19.95 per course	\$79.80/series	\$319.20 (assumes four staff/year)
eLearning Courses: Pharmaceutical	<i>free</i>	\$39 per course	\$117/series	\$468 (assumes four staff/year)
Greenhealth Tracker	\$2,700	\$4,200	\$1,500	\$1,500
Greenhealth Sustainability Dashboard	\$1,800	\$2,400	\$600	\$600
Special Programs				
Environmental Excellence Awards Submittal	<i>free</i>	Not Available to Nonmembers	Invaluable Exposure	Invaluable
Member Engagement Team (consulting services)	<i>free</i>	Not Available to Nonmembers	\$1,800	\$1,800 (assumes 12 hours @150 per hour rate)
Sustainability Benchmark Report	<i>free</i>	Not Available	\$1,495	\$1,495
Leadership Development				
Networking	Invaluable	Not Available	Invaluable	Invaluable
Growth through speaking/presenting	Invaluable	Invaluable	Invaluable	Invaluable
Savings OVER Membership Cost				\$5,802.20

The real savings occur when you implement the best practices and resources offered by Practice Greenhealth. **JOIN TODAY.**

BOTTOM LINE

Cost-savings from natural
gas-increased efficiency
\$1.4 million



THE BUSINESS CASE FOR BECOMING A PRACTICE GREENHEALTH MEMBER

With the growing body of evidence linking climate change, waste, chemicals, and certain energy usage to public health, the health care industry has the opportunity to establish a leadership role in addressing these issues, while enhancing organizational effectiveness and protecting financial resources. There is a misconception that “going green” costs more, particularly in health care. But the numbers show otherwise. And there are millions more to be saved.

PRACTICE GREENHEALTH

member hospitals are achieving dramatic reductions in their environmental footprints—as well as their costs—and are committed to implementing sustainable, environmentally responsible practices. The bottom line is sustainable health care practices save hospitals millions of dollars across the country every year.



SUCCESS STORIES

“Sustainability is a
STRATEGIC business
proposition for the
health care sector.

Commitment by leadership to incorporate sustainable organizational practices, with incentives to do so, is a path certain to improve quality care, save money and position hospitals as drivers of community and environmental health.”

—**LAURA WENGER, RN**
Executive Director, Practice Greenhealth

Cost-savings from
water- increased efficiency
\$1.3 million



Dignity Health's Northridge Hospital Medical Center implemented a Zero Bleed Natural Chemistry Treatment Program for its facility's water-cooling towers. This technology eliminates the need to change the water when dissolved solids build up in the towers. This new program will have an annual water use savings of approximately 5.5 million gallons and result in an annual savings of \$55,830.



Yale-New Haven Hospital (YNHH) purchased numerous rigid containers in an effort to reduce waste including blue wrap. YNHH purchased 65 containers at \$350 each to transfer the Ortho Consigned kits from wrappers to containers. The cost on the conversion was \$22,750. YNHH has saved approximately \$34,602 per year for the past three years by making the switch.



In an effort to further reduce overall waste, **University of Maryland Medical Center** has entered an agreement with its medical supply vendor to take back all cardboard packaging. This action diverts an estimated 250,000 pounds of cardboard from the total recycling waste stream.

"The **BOTTOM** line

is that every dollar we save on energy can be reinvested into patient care."

—CHRISTINA E. VERNON, AIA, LEED AP BD+C

AVP for a Healthy Environment, Office for a Healthy Environment,
Carolinas HealthCare System



Spectrum Health's regulated medical waste reduction strategies include reusable sharps containers, SUD reprocessing, fluid management systems, and targeted education. These efforts reduced 1,072 tons of waste and saved \$807,450.



Over the past three years, **Cleveland Clinic** has reduced its energy usage per square foot by 20 percent—a \$20 million cost reduction—gaining it a 2012 Energy Star Partner of the Year honor.



MetroWest Medical Center saved \$30,000 in surgical services and reduced its solid waste stream by 5,600 pounds in a year by transitioning 66 percent of surgical instruments to reusable hard surgical containers and has estimated five-year savings of \$84,000 and 10-year savings of \$230,000.



Kaiser Permanente has reduced the use of harmful toxins while saving \$25 million a year through its environmentally preferable purchasing program.



Dignity Health reported that in 2011 its reprocessing system kept 198,000 pounds of waste out of landfills and saved the system \$5.6 million.



The Gundersen Lutheran Health System improved energy efficiency by 25 percent, reducing environmental emissions linked with disease while saving more than \$1 million a year on its electricity bills.



FACILITY MEMBER APPLICATION

Practice Greenhealth will meet your facility wherever it falls on the greening spectrum. Whether leading the way, just getting started, or somewhere in between. Practice Greenhealth is prepared to guide you, support you, listen to you and work together to determine the right level of engagement that meets your expectations.



FACILITY MEMBERSHIP APPLICATION

Facilities that share a vision of a health care community that recognizes the link between our material choices and operations and public health are invited to join Practice Greenhealth. The facility (or system) listed below is working to make environmental sustainability in its own facilities a reality. As a member, we pledge to support the following:

- Virtual elimination of mercury.
- Minimization of use and exposure to hazardous chemicals, including persistent bioaccumulative toxins (PBT).
- Integrating sustainable design and building techniques with environmentally sound operational practices to create true healing environments.
- Reduction of the quantity and toxicity of health care waste - from manufacturing, purchase and use of products and materials, to improved end-of-life management.
- Reducing health care’s environmental footprint through resource conservation and other measurable environmental improvements.

Yes, our facility (or system) supports these goals.

Please indicate the size of your facility (# of licensed beds) below; and complete, sign and return the membership application form.

For systems, please complete additional form(s) for each facility in system.

# of Licensed Beds	1 to 25	26 to 100	101 to 300	301 to 600	Over 600
Annual Membership Fee	\$750	\$1,500	\$2,500	\$5,000	\$7,000
Please check one:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signature _____ Date _____

Name _____ Title _____

System Name (if applicable) _____

Facility _____ Street Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

RETURN COMPLETED FORMS TO:

Membership
12355 Sunrise Valley Drive
Suite 680
Reston, VA 20191

Membership@PracticeGreenhealth.org
Phone: 888-688-3332
Fax: 866-379-8705

COMMUNITY HEALTH CENTER MEMBERSHIP APPLICATION

Demonstrating the growing commitment among the healthcare community to reduce its environmental impact, membership in Practice Greenhealth has continued to expand, now available to Community Health Centers, where the challenges and issues of sustainability are much the same as in acute care environments.

Community Health Center membership is open to organizations including:

- Ambulatory Surgery Centers
 - Dental and Physician Offices
 - Dialysis Centers
 - Outpatient and Urgent Care Centers
 - Radiology Labs
 - Veterinary Hospitals and others.
-



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Yes, our facility (or system) supports these goals.

Please indicate the size of your facility (# of licensed beds) below; and complete, sign and return the membership application form.

For systems, please complete additional form(s) for each facility in system.

# of Facilities	Single	1 to 5	6 to 10	11 to 15	16 to 20	Over 20
Annual Membership Fee	\$500	\$500 ea.	\$475 ea.	\$450 ea.	\$425 ea.	\$400 ea.
Please check one:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signature _____ Date _____

Name _____ Title _____

System Name (if applicable) _____

Facility _____ Street Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

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