



Experienced, Certified, Preferred

# ACHA



# QUARTERLY SPRING 2015

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## 2015 Strategic Direction

Each new year offers exciting opportunities for the ACHA to align activities and resources, both financial and human, with our strategic plan. The Board of Regents evaluated our current state and created a strategic path for measuring the success of all activities going forward as an appropriate use of our resources. We agreed to focus on the following:

- Certification
- Value
- ACHA Brand

The ACHA will continue to focus on our mission to certify healthcare architects and support certification through propagating high level educational opportunities around the United States and Canada. We constantly evaluate and update the test used for the certification process. This will continue and requires alignment with current trends in the industry as well as having quality knowledge resources available for the professional development of our certificate holders to remain industry leaders.

Value is an ongoing challenge to attract the brightest and the best at different stages of their careers as well as representing different generations which includes a variety of expectations and types of participation that will be explored and addressed as we move forward.

The ACHA Brand has great value that must be promoted to industry leaders who engage our services. The College is developing and strengthening relationships with allied professional organizations in order to highlight our certificate holders’ expertise in the industry and add value to being ACHA-certified.

Promoting quality knowledge programs and successful examples of our work will add to ACHA’s visibility and credibility. Growing these organizational relationships will move us toward the valued and trusted relationships we are seeking. Sponsor relationships are also being updated to reflect these strategic areas with both corporate and activity opportunities. We have developed a tiered sponsorship structure with benefits to the sponsors for specific financial support thresholds.

2015 will prove to be an exciting transition year where we will continue to learn both individually and as an organization, as well as strengthen the American College of Healthcare Architects.

# ACHA Certification in 2015 and Beyond

Peter Bardwell, FAIA, FACHA

So ...

- ... why does ACHA have an exam?
- ... and why should we care about any changes?

First, we need to ask: why should we “certify” healthcare architects?

**Internal to the profession:** Board certification recognizes the complexity of healthcare projects, demanding a high level of skillsets, experience, and continuing education focused on this project type. The AIA further recognizes these values and has named ACHA as its first (and to-date, only) official allied sub-specialty organization.

**External to our clients and communities:** In a highly-competitive marketplace in which non-architects are eroding the value historically placed on architects, board certification elevates the stature of licensed architects practicing in healthcare.

So ... what are the challenges?

## Demographic realities:

- A diminished pipeline: Coping with “the lost generation” of young architects who, for a wide range of reasons, have not become licensed and/or who have moved from the profession altogether;
- Later age of initial licensure for those who do become licensed; perhaps as a function of the newer, more “flexible” NCARB examination process relative to earlier generations; and
- Gray hair: The impending retirement of our “first generation” of ACHA certificants.

So ... what are we doing about it?

In early 2014, the ACHA convened a panel of subject matter experts to evaluate and revise the content outline and test specifications for the ACHA Certification Examination. The ACHA then distributed a Job Analysis Validation survey to over 500 practitioners to gather their reactions to the revised outline.

This total process resulted in ...

- A new section on Forces and Trends
- Continued focus on Pre-Design and Design
- And a de-emphasis on Delivery – because that’s already tested as part of the candidate’s state licensure exam

So ... why do we care ... ?

The marketplace is crowded with ...

- Non-architects and other disciplines wishing to assume the primary role in the definition and design of healthcare facilities;
- Highly-competent licensed “generalist” architects who believe that any licensed architect can lead the design of a complex healthcare facility; and
- Highly-competent licensed “healthcare” architects who have spent years focused on specific components of healthcare facilities.

But only the ACHA gives greater assurance that licensed architects understand “the big picture” and can guide provider organizations to “do the right thing” and to “do it well.”

## Forces That Drive the Business of Healthcare

ACHA certified architects will demonstrate an understanding of the following topics as factors influencing the development of healthcare projects.

- A. Economics
  1. Funding sources
  2. Market forces:
    - a. Demographics
    - b. Competition
  3. Payors/Payor mix
- B. Regulation/Reimbursement
  1. Affordable Care Act
  2. Centers for Medicare and Medicaid Services
  3. Other government agencies
  4. The Joint Commission
- C. Healthcare Models/Technology
  1. Information and diagnostic technology
  2. Care models
  3. Staffing type and availability
  4. Population health

If you have a strong interest in this area and would like to mentor an architect preparing for the ACHA Certification Examination, please contact Dana VanMeerhaeghe at [ACHA-Info@goAMP.com](mailto:ACHA-Info@goAMP.com) or 913-895-4604.

## 2015 ACHA Certification Exam

Deadline to submit portfolio for 2015 testing cycle – **April 1, 2015**

Exam offered during the month of July including onsite testing at the Summer Leadership Summit on Thursday, July 16, 2015.

For more details, please review the ACHA Candidate Handbook found on the website ([http://healtharchitects.org/Certification/application\\_study.asp](http://healtharchitects.org/Certification/application_study.asp)).

# President's Message

## Happy New Year and Greetings to All!

With 2014 and the holiday season behind us, I look forward to the exciting challenges we have in 2015! As president, I am truly honored to be leading this organization at a time of significant opportunity. On behalf of the American College of Healthcare Architects (ACHA), I invite all healthcare architects to become actively involved in what we do and represent. Since its inception, the College, has maintained our founders' focus on quality, ethics, and professionalism and we have become the face of leadership within the profession. Last year, for the first time, we exceeded 400 certificants. Now is the time to become part of critical change and help shape the future of healthcare.

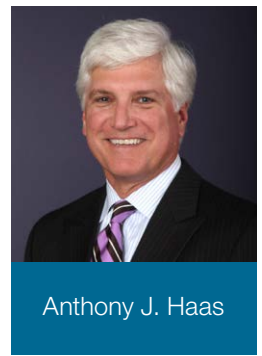
In January of 2014, the ACHA Board launched the year with a strategic planning workshop. The intense two-day discussion produced several key initiatives that will better position the College for the future. Our overarching commitment is to grow the organization while maintaining the high quality of board certified professionals. Our strategic initiatives involve four key elements: Exam, Financial Stewardship, Value, and Development.

This past year, we placed our emphasis on the exam and the organization's financial position. I am happy to report that, through hard work and determination, the exam has been retooled and this year we will roll out a more thorough and representative test. Likewise, an audited financial statement

shows that the ACHA is stronger than ever and well-positioned going into 2015.

As we embrace 2015, I would like to harness the momentum and challenge all ACHA certificate holders, candidates and healthcare architects to help build on this strategic vision. In 2015, let's focus our attention on Value and Development. As an organization, we must convey to everyone the value our certificants represent to the entire healthcare industry. By extension we need to explore the value we bring with other related healthcare professionals to better brand our combined strengths and resources, as we help to redesign the world of healthcare. Healthcare is seeking new ways to deliver better, safer, and more cost effective care — the ACHA has an exceptional opportunity be a vital contributor to the transformation.

I look forward to working with you in 2015. All the best!



Anthony J. Haas



Anthony J. Haas, FAIA, FACHA  
2015 ACHA President

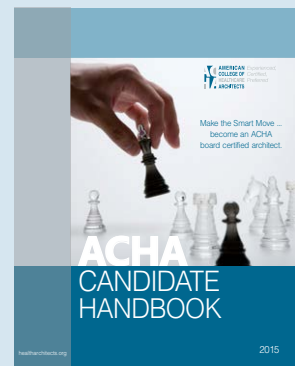
## ACHA Legacy Project Award



Design really can make people better. The Legacy Project Award recognizes those groundbreaking healthcare projects that redefined how we understand what a hospital or clinic could be. The ones that introduced innovations or supported breakthrough delivery of care concepts. ACHA Certificants can nominate one of these revolutionary projects completed and in operation on or before the year 2000 for recognition as a Legacy Project. Details on eligibility and submittal requirements can be found on our website at [www.healtharchitects.org/Awards/LegacyAward.asp](http://www.healtharchitects.org/Awards/LegacyAward.asp). The deadline for submittals is May 8, 2015 so start thinking now about what projects forever influenced the way you practice healthcare design.

## New Candidate Handbook Now Available!

The 2015 Handbook contains the new exam content outline and important dates and deadlines for 2015.



## MARCH 15-18, 2015

PDC Summit  
San Antonio, Texas

## JULY 17-19, 2015

Summer Leadership Summit  
Chicago, Illinois

## NOVEMBER 14-17, 2015

Healthcare Design Conference 2015  
Washington, DC



## INTERESTED IN MENTORING AND MAKING A DIFFERENCE?

Contact the ACHA Executive Office at 913-895-4604 or [ACHA-Info@goAMP.com](mailto:ACHA-Info@goAMP.com).

### THE ACHA VISION

- » Transforming healthcare through better built environments

### THE ACHA MISSION

- » To distinguish healthcare architects through certification, experience, and rigorous standards

### THE ACHA EXISTS

- » To enhance the performance of the practice of healthcare architecture through its certification, continuing education and other programs

### THE ACHA PROVIDES CERTIFICANTS

- » The distinguishing credentials of a specialized healthcare architect to clients, prospective clients and other architects as well as advanced continuing education

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