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ACHA



QUARTERLY FALL 2016

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ACHA at the Summer Leadership Summit

Over 100 ACHA certifiants attended the 2016 Summer Leadership Summit in Chicago from July 22-24. The SLS is presented each year in collaboration with the AIA’s Academy of Architecture for Health. “Getting There from Here: Navigating the Transition to a Radically Reformed Healthcare Industry” was the theme for the 2016 Summit. SLS speakers shared numerous examples of how their organizations were changing the delivery of healthcare. Attendees received valuable information on the latest concepts, trends and strategies affecting their hospital clients.

The opening session was the ACHA’s certificate holder luncheon. The lunch presenter was Michael Dandorph, President and CEO of Rush University Medical Center. Dandorph shared how new reimbursement schemes and the “pay for value” strategy were redirecting his medical center toward population-based health. He shared Rush’s conceptual plans for a new 600,000 square foot ambulatory care center, focused on one-stop patient care services. Dandorph spoke of the challenges of involving and educating Rush Medical Center’s 10,000 medical associates in this important planning process.

Susan Dentzer, one of the nation’s most respected health policy thought leaders and a frequent speaker and commentator, including appearances on PBS and NPR, delivered a presentation that captured the attention of the SLS attendees. Dentzer is the President and Chief Executive Officer of the Network for Excellence in Health Care, a not-for-profit organization that seeks intelligent ways to advance health and improve healthcare at sustainable cost. With the title, “U.S. Health Care and Health Policy: A Future of Health



Michael Dandorph, Luncheon Speaker



ACHA luncheon in the historic ballroom of the Blackstone Hotel



Mark Nichols with Michael Dandorph and Scot Latimer

NEWSLETTER CO-EDITORS

Bill Sabatini, FAIA, ACHA
 Don McKahan, AIA, FACHA

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Summer Leadership Summit

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Care Without Walls,” her talk focused on trends contributing to more distributed health care, seen as a viable means to stem the tide of increasing cost of healthcare in the U.S. With drivers such as the increase in insurance coverage leading to more people with access to healthcare, the poor health of much of our population and the unsustainable cost of care, the idea of taking the patient out of the hospital (“hospital at home”) with alternative ways to “treat” them, is becoming a target for many providers. Advances in technology and science, the digital delivery platform, new locations with new methods of care and the rise of “consumerism and retailization” of healthcare are also driving the system away from traditional means. Dentzer says within five years one half of all patient visits will be by smartphone. Is today’s hospital obsolete? Her answer in the affirmative drew us to the edge of our seats.

The closing presentation was from David Johnson, CEO of 4Sight Health. His presentation was on “Competition, Consumerism and Choice.” Johnson focused on five inconvenient truths in today’s healthcare industry:

1. “Artificial economics”: how today’s reimbursement system assures that “supply establishes demand.”
2. Healthcare has a “massive asset bubble,” with inefficient use of costly equipment, services and facilities.
3. Healthcare costs serve as an “economic drag,” slowing investments in other segments of our economy.
4. US healthcare systems are both “fragmented and brittle,” positioning the industry for massive change in the near future.
5. Healthcare has an “empathy gap” toward many poorly served patient populations.

Johnson concluded with examples of how value-based reimbursement, new consumerism, venture capitalists and corporate involvement, will rapidly change the face of healthcare.

Other SLS presenters included: George Morris of EMC Healthcare Solutions, Linda MacCracken of Accenture, Dr. Kenneth Kizer from UC Davis and Donald Warne, Department of Public Health at NDSU.

Thank you to Rippe Associates for their sponsorship of the ACHA Exam Prep Seminar at the Summer Leadership Summit.

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Join Us at the Annual Luncheon

Celebrate the College’s 2016 accomplishments and award winners on Sunday, November 13, 2016 in conjunction with the Healthcare Design Expo & Conference in Houston, TX. The ACHA annual luncheon is complimentary and exclusive to ACHA certificate holders and candidates. The luncheon requires an advance RSVP through the HCD registration system.

The annual luncheon will feature the ACHA Lifetime Achievement Award ceremony followed by a special presentation by Matthew Latuchie, Director of the Center for Strategic Planning for Sg2: “The Game Has Changed – Strategy for a Value Driven World.”

Make plans now to join us for this thought-provoking speaker and memorable luncheon on **Sunday, November 13, 2016 from 12:00 pm – 1:30 pm.**



President's Message

The History of "Future Shock" (and how we manage to move forward)

In early July, I came upon an online article from the Technology section of the New York Times written by Farhad Manjoo. The article was titled "Why We Need to Pick Up Alvin Toffler's Torch."

The article eloquently described how Mr. Toffler, who had recently passed away, was one of the first "Futurists." According to Manjoo, Toffler "warned that the accelerating pace of technological change would soon make us all sick." Mr. Toffler and his wife, Heidi, collaborated on the 1970 book "Future Shock," which described this phenomena.

The daily (and nightly) reality of being bombarded with data is here and now! Each decade between 1970 and now has had technological advances that individually have defined Future Shock, and the next decade will undoubtedly add to the inverted pyramid of data accessibility. Do we feel empowered or burdened? How do we manage our personal lives, the activities of our design practices and the expertise we share with our clients in a manner that addresses immediate needs without losing sight that time is required to think long term? These questions have historically been on the minds of members of the speakers committee which organizes content for the Summer Leadership Summit, held each

July in Chicago jointly by the AIA Academy of Architecture for Health and the American College of Healthcare Architects. As you will read in this issue of the ACHA newsletter, we are committed to providing the opportunity for attendees to listen to Futurists who are relevant to the design of quality healthcare.



Mark Nichols

At ACHA we know that a long term plan for the success of the organization is vital. Our Board of Regents continues to serve our certificants diligently and respectfully to look hard and long for opportunities to bring value to the organization. I'll end this note with the same quote by Toffler that Mr. Manjoo used for his article, and hope we at ACHA make a difference. "...As Mr. Toffler put it in Future Shock, "Change is avalanching upon our heads and most people are grotesquely unprepared to cope with it."



Mark Nichols, AIA, FACHA
ACHA President

ACHA Certificant Spotlight: Zach Wideman, AIA, ACHA

How did you first get involved with healthcare architecture?

Healthcare is a major focus of Perkins+Will, especially in our Dallas office. I've worked for the firm since graduating from NC State University, and in my interview, they asked which market interested me most — my response was that I wanted a challenge, regardless of market sector. I was placed in a healthcare studio, found many challenges and opportunities in working within the parameters of the healthcare market sector, and decided to focus my career on healthcare planning and architecture.

What motivates and excites you about healthcare architecture, planning and design?

Large or small, every project is different. Every project is challenging. I'm motivated by working with clients, collaborating with them through the whole design process to find an elegant solution that provides end users with an efficient and enjoyable place to work, while also being patient-centric.

Which of healthcare's "megatrends" will have the greatest impact on your practice, and why?

The general focus on wellness and prevention has shifted some of our clients' growth efforts towards smaller, ancillary projects that

support multiple functions, such as a combination of freestanding EDs, pharmacies, clinics, gyms, ASCs, and similar health-related retail all in one place. If high acuity care is needed, patients can then be referred to the main hospital. These smaller, health-centric models do two things for hospital systems: they provide access to care in outlying areas where the main hospital may have less reach, and they create brand awareness and loyalty.

On the patient side, I'm excited to see how consumer technology will disrupt the standard healthcare delivery model in the future. For example, changes in the cost structure and availability of health insurance will impact the patient, encouraging them to do more "shopping around" to find the best value for healthcare services than in the past. It will be interesting when something that gives the consumer more choice — like Uber and Airbnb did in their markets — is developed for healthcare, and how that will inspire hospital systems to adapt their delivery models.



Zach Wideman

NOVEMBER 12-15, 2016

Healthcare Design Expo & Conference
Houston, TX

MARCH 12-15, 2017

PDC Summit
Orlando, FL



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913-222-8653 or ACHA-Info@kellencompany.com

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

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