



2022 PRESIDENT'S MESSAGE



As we look forward at 2023, my thoughts turn back to a full and eventful College year where an incredible amount of action items and initiatives moved forward to benefit our certificant and the College. This reflection on 2022, often stated as our "return to

normalcy", demonstrates 12 months of activity and accomplishment. Every action and effort has been motivated by how we prepare opportunities for our certificant to contribute to their communities as thought leaders while continuing to positively impact their careers via collegiality, education and exposure to a incredible spectrum of healthcare design professionals.

Last year's strategic discussions were used to push forward many new initiatives based on several focused one and two-year goals in 2022 – these were aimed to maximize the effect and growth of the ACHA through targeted actions and accomplishments:

- Established earlier in 2022, the dedicated Recruitment Task Force increased awareness of the College, creating a pool of over 500 prospective candidates. This year has seen the largest number of successful exam-takers in the College's 22 years. We are excited that the Recruitment Task Force has identified more strategies to connect the College with future applicants including E-blasts, social media and presentations.
- To further the College's social media exposure, a marketing consultant was contracted to target significant and successful increases in effective communications for the College. The marketing consultant has brought dedicated marketing focus that has resulted in large

increases in views and engagements from the public, potential candidates and our certificant.

- Following last year's strategic discussions, the What We Believe In Task Force was formed to quickly identify for review a few of the most common beliefs held by certificant. This was managed via development of effective, succinct statements for the ACHA that were then reviewed by our first certificant survey in seven years. This work also included the ongoing discussions regarding a new Tagline, scheduled to be completed in Spring 2023.
- Following up the '2015 Survey of our Certificant', a survey was developed to compare the answers from seven years ago as well as to establish a current baseline of data for our certificant and their careers. This update has provided internal statistics and benchmarks to guide us moving forward with future candidate engagement, our EDI directives, and providing marketing materials for certificant and the College.
- Working with the marketing consultant and many certificant across several committees, it was agreed that the College needed new marketing materials. These could assist with presentations to clients, firms, AIA/AAH components or potential applicants interested in learning more about the College and the certification process. Designated the new "Pitch Deck", the creation of this new marketing tool was a several months long effort presented for the first time in San Antonio at our annual College lunch. Available by request via our website, the Pitch Deck provides a 10-15 minute PowerPoint showcasing the mission and vision of the College and how applicants can apply. It has already been presented over a dozen times to a variety of audiences numbering from 10 to 170. Please take

advantage of this material if you have any opportunities to showcase the College to potential clients or candidates.

- As part of the discussions concerning marketing materials, it became evident that our online videos regarding applications, portfolio development and exam prep were outdated and needing replacement. Working with the three certifiants who have provided the majority of our Exam Prep sessions at the yearly conferences for the past several years, the marketing consultant was able to assist in the production efforts to provide new, 5–10-minute YouTube videos that are anticipated to be online before the end of 2022. We believe these newly updated, easy-to-use prep materials for candidates should be a great assistance both in recruiting and in successful applications and exam taking.
- Based upon discussions following the Strategic goals set for the next several years, the Board discussed a wide variety of potential initiatives and efforts that could both enhance and grow the College's role within our communities towards better health and wellness outcomes. It was stated that it is paramount these ideas be reviewed with a sensibility of supporting healthcare design with legacy efforts, to ensure meaningful impacts past the current year or two. Based upon our initial discussions, it has been approved that in 2023 we will be moving forward with the establishment of the ACHA Innovation for Healthcare Design Prize. We have already had preliminary discussions on what this Prize might become and look forward to establishing its policies and requirements in 2023 with a target of a 2024 Call for Entries.
- We are pleased to report that the continuation of the Masters Series 2.0, with currently four hour-long discussions on YouTube, and another four topics planned for 2023. Led by ACHA thought leaders providing focused knowledge, the Continuing Competency Committee welcomes any certificant who would

like to be part of a future presentation and/or has suggestions for new topics.

- With the new parallel path towards certification, as well as the HCD Conference shifting earlier, it has been noticed that some of the yearly calendar periods were becoming compressed. After reviewing it has been decided that the Board will be exploring calendar year changes for the 2024 College year to schedule events and programs more efficiently. We anticipate this will include adjusting application and exam periods, award dates and other milestone events in the calendar year. These changes will be reviewed in detail and published as early as possible in 2023 for everyone's benefit in planning for 2024.
- Understanding our role within the healthcare design landscape, over the past several years the Board has aggressively attempted to identify and build relationships with External Organizations that are adjacent to our mission. Starting with the Pillars discussion and our strategic relationship with ASHE/AHA, we have been eagerly moving forward with both current and new allied organizations aligning mutually beneficial activities. This includes development of our burgeoning relationship with VA leadership via our VA Task Force that will be publishing a report on their effort this year and with the expansion of the Pillars with the addition of the Center for Health Design and the Nursing Institute of Healthcare Design. We are excited to continue to increase our dialogue and further these relationships.

2022 has been both a productive and eventful year, and I'm completely awed and grateful to the large number of certifiants who give of their time and energy in committees and task forces and on the Board that allows our College to progress and have a meaningful impact on our communities and our careers.

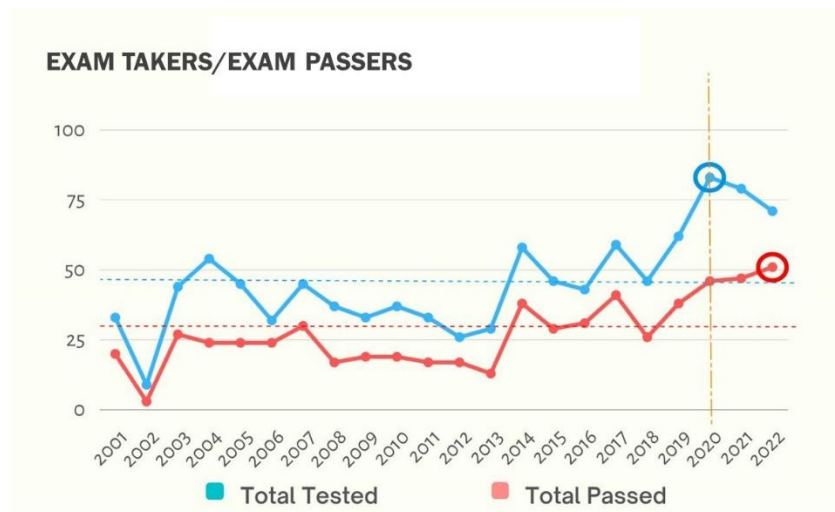
Steve Templet, AIA, ACHA, ASHE
2022 ACHA President

SUCCESSFUL EXAM COMPLETION AT RECORD PERCENTAGE

Although declining slightly from all-time highs in 2020, those taking the College's Certification Examination continue to surpass historical averages. In 2022, 71 candidates attempted the exam, with 72% passing. This percentage exceeds past success rates, indicative of the knowledge that the College is seeking to identify in those who truly understand the nuances of Healthcare Architecture. While it is a goal of the College to grow

and attract new members, we seek to balance the qualifications and examination process to ensure credentialing being representative of the highest standards of our profession.

As a reminder, for those seeking to take the exam (or current certificants who are assisting or encouraging others to apply), excellent resources are available on the website at healtharchitects.org/becoming-certified/exam-details-prep-study/.



NATIONAL NETWORK GROWS

Along with a record number of new certificants, the College continues to expand across the nation. While the most concentration centers on expected states with the most population, there is an increasing diversity across all areas of the country. ACHA certificants are now present in 43 states and territories across North America (including Canada and Puerto Rico), with only Alaska, Idaho, New Hampshire, North Dakota, Rhode Island, Vermont, West Virginia, and Wyoming lacking any certificants. Geographically, the most concentration is in the upper Midwest, with 103 holders in Illinois, Michigan, Indiana, and Ohio (roughly 21% of the 488 active certificants). Texas by far has the greatest number of certificants (68, or 14%), followed by California, Ohio and Florida. Delaware is the leader per capita (7 of 1.02 M population per '22 census), followed by Indiana, Ohio, and Colorado. Two states (Alabama and Nevada) have only one certificant each.

ACHA Certificants are part of a national network

