



Promotion Kit

INDUSTRY PARTNERS



AMERICAN ACADEMY OF HEALTHCARE INTERIOR DESIGNERS

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Why a Promotion Kit?

AAHID's number one priority is to continue growing the number of Certified Healthcare Interior Designers (CHID).

We can only do this if we actively promote awareness of the CHID credential and the benefits for the interior design profession and the industry at large.

But we're a small organization. Most of our staff time and resources go toward the administration of our certification program.

And yet we have lots of people like you – who believe in our mission.

So, won't you help us spread the word about AAHID and the CHID credential?

We've created this Promotion Kit to provide you with some tools and ideas to do this.



Talking Points

We appreciate you spreading the word about AAHID and the CHID credential when you meet with clients, colleagues, present at conferences, talk to the media, write articles/blogs – you name it!

The following are key things to say when talking/writing about AAHID and its Certified Healthcare Interior Design (CHID) credential.

About the CHID Credential

- Certified Healthcare Interior Designers are the most qualified to ensure the health, safety, and welfare of patients, residents, and staff in hospitals, clinics, and residential care facilities.
- Certified Healthcare Interior Designers are distinguished and qualified by education, examination, and work experience -- which separates them from other architects, designers, decorators, and interior designers.
- Certified Healthcare Interior Designers have a minimum of five years experience in healthcare interior design and have passed the CDIQ (formerly NCIDQ) exam.
- The CHID credential is considered the benchmark for healthcare interior design qualification on many government and private sector RFQs.
- CHID is the only credential offered for healthcare interior design.
- Certified Healthcare Interior Designers often obtain other specialty credentials, such as EDAC (Evidence-based Design Accreditation and Certification) and LEED AP (green building). These compliment the CHID credential and further distinguish an individual's expertise, but do not replace it.
- Go to the AAHID website to find out more information on applying and studying for the exam, and to see who has the CHID credential.

About AAHID

AAHID is a nonprofit organization committed to the development and administration of the only certification program for healthcare interior designers. It is not a membership organization, but rather an organization that board-certifies interior designers in the U.S. and Canada that specialize in acute care, ambulatory care, and residential care facility design.

Volunteers are important to AAHID's operation. They serve on the board of directors, review portfolios, help develop study materials, and keep the exam current.

Industry Partners are companies that believe in and support AAHID's mission to qualify and certify healthcare interior designers. The healthcare organizations that buy their products hire Certified Healthcare Interior Designers as consultants.

www.aahid.org



Sample Email Copy

We need you to be our evangelists! Many of your clients are already Certified Interior Designers. But many are not.

Please help us by reaching out to your valued interior designer clients and contacts – to encourage them to apply to get the CHID credential. And it won't hurt to send it more than once!

To: [your interior designer clients, contacts]

From: [you]

Subject Line: Why You Should Become a Certified Healthcare Interior Designer (CHID)

Body Copy:

Are you looking to develop business relationships and advance your career? For ongoing growth and professional development? Networking and volunteer opportunities?

Then I invite you to submit an application for the Certified Healthcare Interior Designer (CHID) credential offered by the American Academy of Healthcare Interior Designers (AAHID).

Certified Healthcare Interior Designers are the most qualified to ensure the health, safety, and welfare of patients, residents, and staff in hospitals, clinics, and residential care facilities.

The CHID credential at the end of your name further distinguishes and separates you from other architects, designers, decorators, and interior designers. It's not just another credential, either – it's the foundation for establishing your expertise that's complimented by other credentials like EDAC and LEED AP.

As an Industry Partner, [company name] strongly believes in and supports AAHID's mission.

And, we're here to connect you to the right people to get your CHID credential – whether it's talking to someone who's been through the process, filling out the application, or finding study support.

For more information or to fill out an application, go to the AAHID website [www.aahid.org].

Let me know how else I can help!

Social Media: LinkedIn

With more than 320 million members, LinkedIn is the largest professional social media platform. Responsible for 64% of all visits from social media channels to corporate websites LinkedIn gets two new members per second.

You can help AAHID by doing these things:

1. Click on the link below and join the AAHID LinkedIn group. Participate in or start discussions, share cool things you've read, and see what others in the group are sharing.
https://www.linkedin.com/groups/American-Academy-Healthcare-Interior-Designers-4980890?home=&qid=4980890&trk=anet_ug_hm
2. Share updates with your LinkedIn connections. Here's a few suggestions of things to post (more than once!):

AAHID has a new website. Check it out! <http://www.aahid.org>

AAHID has changed the name of its credential to Certified Healthcare Interior Designer.
<http://www.aahid.org/aahid-changes-credential-name/>

Who's a Certified Healthcare Interior Designer? Find out. <http://www.aahid.org/directory/>

If you have 5+ years of experience and have passed the CIDQ exam, you can become a Certified Healthcare Interior Designer. <http://www.aahid.org/certification/eligibility-candidate-handbook/>

We're proud to be an AAHID Industry Partner. <http://www.aahid.org/partners/>

Are you looking for a Certified Healthcare Interior Designer to join your team? Search here.
<http://www.aahid.org/directory/>

Professional credibility. Career advancement. Networking. All good reasons to become a Certified Healthcare Interior Designer! <http://www.aahid.org>

Find out about the only credential offered for healthcare interior design. <http://www.aahid.org>

Flyer

Although there's lots of information on the AAHID website that you can point people to, sometimes you need something to hand to someone or send via email.

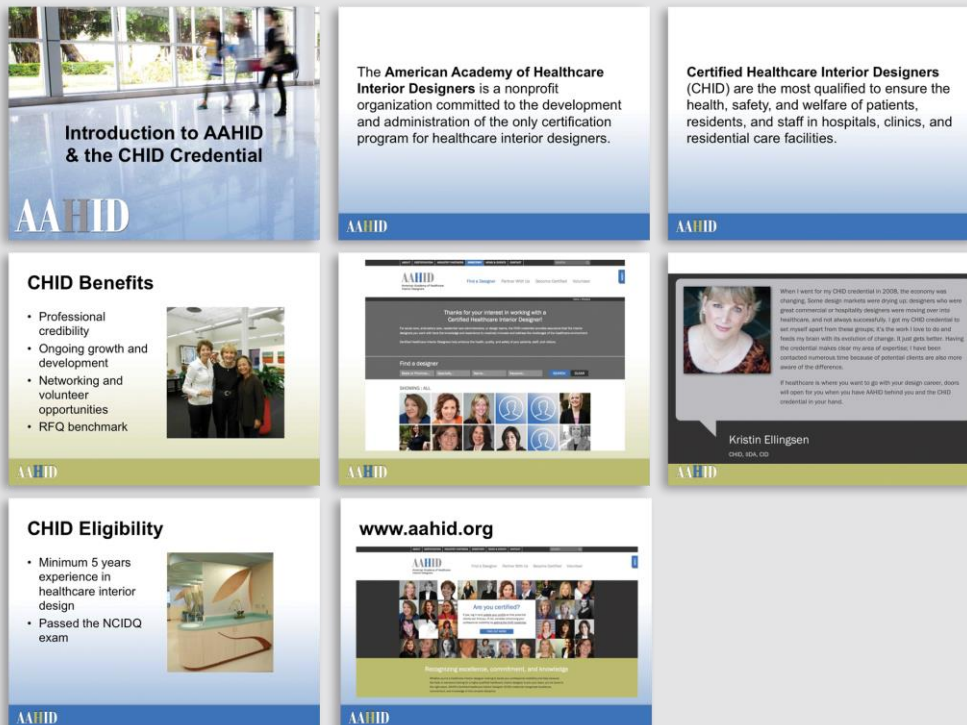
This one-page flyer is a separate PDF document that you can attach to an email or print out and use as a "leave behind" when you talk to clients or colleagues about becoming a Certified Healthcare Interior Designer.

Slide Deck

Show your support for AAHID and help spread the word about the CHID credential when you present to clients or at conferences, webinars, etc.

To insert this deck into your PPT, follow these steps:

1. Download the AAHID presentation to your computer
2. Open your PPT
3. Choose where you want to insert the AAHID slides
4. Click "New Slide" in the toolbar
5. Click "Insert Slides from Other Presentation" at the bottom
6. Choose the AAHID presentation from your computer
7. Click "Insert"
8. When the Slide Finder window pops up, check "Keep design of original slides" at the bottom
9. Select "Insert All" (or choose the slides you want to use)





Other Ideas

You probably have many more ways and other resources you can tap into to spread the word about AAHID and the CHID credential. Here's a few suggestions.

Blog or eNewsletter

If your company has one of these communication tools, do a post or article – more than once, even!
Topic ideas:

- What it takes to become a Certified Healthcare Interior Designer
- Why We Support AAHID
- Why You Should Hire a Certified Healthcare Interior Designer
- What's new at AAHID

Website

Put copy about AAHID and/or a link to the AAHID website on your site. Make sure you use the IP logo.
Suggested copy:

Certified Healthcare Interior Designers (CHID) are the most qualified to ensure the health, safety, and welfare of patients, residents, and staff in hospitals, clinics, and residential care facilities. Find out more and see who's certified by visiting the American Academy of Healthcare Interior Designers website.

Host an Info Event

Invite local Certified Healthcare Interior Designers and other designers to one of your showrooms for an informal event. Mostly just let them mingle and look at your products, but let one of our certificants say a few words about the value of the CHID credential and how to go about obtaining it.

Something Else?

If you have something else you'd like to do to promote the CHID credential and want to run it by us or need more information on anything in this kit, please contact Michele Majewski, AAHID Administrator, at 847-375-6870 or mmajewski@aahi.org.