

MISSION: The mission of AAHID is the certification of interior designers qualified by education, examination, training, and experience to provide interior design services to safeguard public health, safety and welfare in the healthcare industry.

VISION: The vision of AAHID is to be the essential certification program for healthcare interior designers.

Strategic Drivers – AAHID Core Values

1. CREATING COMMUNITY: Creating a diverse, community that connects the certificants, industry partners, and the greater healthcare industry, which promotes mentorship, collaboration, and outreach to enhance the wellbeing of patients, residents, and healthcare providers.

1.1 Post new content every month on AAHID's **LinkedIn** page. Rotate content originators among CHID. Goal to increase followers by 20% each year. (1,729 in 2022)

1.2 Provide 4 to 5 *CHID Community Connections* events annually for CHID, CHID, and IP's.

1.3 Provide an online forum for CHID to CHID communication, accessed from AAHID website.

1.4 Partner with Allied Professional Organizations to support activities of mutual interest.

2. Sharing KNOWLEDGE AND EXPERTISE: Promote educational opportunities and evidence-based research beneficial to all CHID, exam candidates, Industry Partners, and future healthcare design professionals.

2.1 Develop and present a minimum of three (3) IDCEC-approved educational sessions annually at major conferences, i.e. HCD, EFA, PDC, and/or Leading Age.

2.2. Provide a minimum of two (2) educational *CHID Community Connections* events annually with current content.

2.3 Develop educational resources available on the AAHID website, i.e. white papers, Allied Professional Organization information, research, and presentations.

2.4 Provide connections for exam candidates for study prep, and mentorship opportunities.

3. Increasing RECOGNITION AND OUTREACH: Advocating for the recognition of AAHID as the premier certification program for healthcare interior designers through collaboration with allied professional organizations and the greater healthcare community.

3.1 Engage with CIDQ and CHD at least twice annually to inform their licensed healthcare interior designers about the benefits of earning the CHID credential.

3.2 Establish relationships with four college/university architecture/interior design programs to introduce healthcare interior design and earning their CHID.

3.3 Work with Allied Professional Organizations and Associations to promote a CHID on healthcare projects.

3.4 Offer opportunities for Industry Partners to sponsor CHID exam candidates.

4. Assuring ORGANIZATIONAL CONTINUITY: Ensuring the continuity of the organization by retaining the CHIDs and by recruiting new examination candidates, providing opportunities for industry partners and volunteers, and maintaining AAHID governance structure and consistency in communication.

4.1 Recruit CHID to serve on AAHID committees. Goal: to have at least 2 CHID, who are not Board members, serve on each available committee.

4.2 Identify CHID to serve as potential AAHID Board members, Goal: to have 5 or more candidates each year.

4.3 Survey CHID to learn what they value about, and how we might add value to being CHID. To be completed annually to inform annual planning efforts.

4.4 Goal: To have 600 CHID certificants by 2027. As of 12/2022 we have 345+, goal requires gain of 53 annually.