

FINAL DRAFT

ALLIANCE AGREEMENT

Between ASHE AND APPA

Purpose

This AGREEMENT between the American Society for Healthcare Engineering (ASHE) and The Association of Higher Education Facilities Officers (APPA) is based on good faith discussions between representatives of both associations. ASHE and APPA believe it is vital to strengthen our collaborative relationship and choose to cooperate on items contained in this alliance of agreement.

Relationship – General Overview

The agreement involves both associations who want to work together for the betterment of the facilities profession. This is an agreement of opportunity in that APPA has extensive expertise in supervision and management and ASHE has extensive expertise in healthcare industry codes and standards.

As APPA has strong facilities supervision and management education programs, and ASHE has strong education offerings in hospital codes and standards, sharing education expertise (APPA's management and ASHE's code content) would serve both associations well. At present, ASHE has not planned to develop its own facilities supervision and management offerings and APPA has expressed an interest in utilizing ASHE's codes and standards education. Therefore, both associations are interested in sharing faculty and courses that could lead to a common curriculum. This is not seen as a financial venture but one that will further develop the relationship between both associations and lead to active support of each association's existing education offerings.

In order to facilitate the partnership, ASHE plans to conduct codes and standards courses for APPA members. APPA will actively market these respective courses to their members. APPA plans to provide supervision and management courses to ASHE during its venues of choice. Course marketing may include direct mail or cross selling in education/conference brochures. ASHE will market APPA's Institute for Facilities Management to its members through its weekly electronic communication, placing brochures (to be produced by APPA and mailed to ASHE) in conference bags, and, when possible, include APPA brochures in large bulk mailings to be displayed at its education programs. APPA will market ASHE programs/conferences similarly.

APPA will provide a volunteer to function as a member of the ASHE manual conference planning team and actively participate in developing and delivering the conference curriculum with APPA faculty. APPA will pay for an ASHE volunteer to attend a corresponding APPA planning session. Each association will cover normal and

customary expenses for these planning meetings. Faculty will be reimbursed in a manner consistent with each association's existing policies. No further arrangement is required for this agreement.

When using the association's logo mark, a copy will be sent to the association's Executive Director for prior approval. The approval process and marketing plan will be approved or modified in a timely manner not to exceed seven workdays. If agreement is not reached within the prescribed time period, the brochure will be mailed without the appropriate logo mark of the partner association (considering the aggressive marketing time lines).

It is the understanding of both associations that the financial success of their programs and course offerings is independent of this agreement. The intent of this agreement is to share faculty, curricular materials, and other professionals with both associations.

Healthcare Facilities Curriculum

Both associations have expressed an interest in the formulation of a Healthcare Facilities Curriculum. Development will involve a planning task force with representatives from both associations who will meet in Washington, D.C. or Chicago to share curricular ideas and to provide a framework for an "Institute." The task force will be comprised of equal members from each association. Each association will pay travel and related expenses for their volunteers. Executive Directors will attend this meeting and provide materials to facilitate the task force's assignment.

The task force should consider the current content areas included in the American Hospital Association's Certification program to serve as an initial guide for the assignment. Further, the task force may consider an addition to the existing CHFAM program certification or examine a new one.

Other Opportunities

This agreement provides the opportunity to work on other education efforts such as audio teleconferences, webinars, and electronic education. Individual arrangements/documents will be prepared for such programs.

As both associations have an interest in making this relationship a success, it would be in our individual interests to have articles written in each association's magazines highlighting not only these content areas, but also the advantages of this alliance. Involvement and/or participation in Regional and Chapter meetings will also be explored. APPA and ASHE may choose to send a representative(s) to a corresponding annual conference or institute to discuss additional opportunities that will strengthen the relationship.

TERM

This agreement will begin in June 2004 and will be renewed automatically. However, either party may cancel the agreement by giving written notice no later than April 1st.

American Society for Healthcare
Engineering (ASHE)

Association of Higher Education Facilities
Officers (APPA)