

Strategic Plan

2025 to 2027



Lead the Profession

Amplify ASHE as the leading professional community for health care physical environment professionals.

1. Enhance member value.
2. Make our educational offerings more accessible, user-friendly, and valuable to all stakeholders.
3. Establish communication vehicles to integrate conversations across the facility.



Equip Professionals

Equip health care physical environment professionals to optimize operations.

1. Encourage adoption and application of asset management approaches.
2. Create resources for benchmarking insights to optimize the operations of their facilities.
3. Provide members with relevant tools and information to leverage sustainability practices that improve operations.



Educate the Workforce

Strengthen the physical environment workforce through learning and development at all career stages.

1. Engage and support young professionals, early careerists, and technicians to enhance learning and development offerings.
2. Increase access to professional development opportunities for mid-career staff.
3. Deliver executive-level training for Facility Managers to develop and improve leadership and strategic thinking skills.



Raise Awareness and Recognition

Raise awareness and recognition among key decision makers about the critical role the physical environment plays in driving clinical outcomes and operational value.

1. Strengthen advocacy work to further reduce regulatory burden and enhance compliance comprehension.
2. Maximize the American Hospital Association's network at a national and state level.
3. Expand our reach and presence by collaborating with strategically valuable organizations.

• Our Mission •

Dedicated to optimizing the health care physical environment.

• Our Vision •

To engage stakeholders in the creation of health care environments that are optimal for healing.

• Our Purpose •

To advance our members' ability to design, build, operate, and maintain a physical environment that supports excellent care; quality service; safe, efficient, and effective operations; and financial success.