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**FOR IMMEDIATE RELEASE**



### **AHE Announces Brand Rollout for the 2012 Conference and Healthcare Marketplace**

**Chicago, April 12, 2012** – One of the highlights for the members of the Association for the Healthcare Environment (AHE) is the Annual Conference & Healthcare Marketplace where members, suppliers, contractors and other healthcare professionals come together for education, networking and collaboration. The 2012 Conference programming and networking events are being developed to set the stage for an exciting future of continued growth and recognition.

In 2010, AHE launched the Association's new name, new look and new brand identity. After less than two years of unprecedented success building new brand recognition, AHE is taking it to the next level by unveiling a new component of the brand for the conference being held September 16 – 19 in Phoenix, Arizona.

“Our position as the voice for the profession is solid and we believe we have an ongoing responsibility to ensure all healthcare professionals are aware of the role the environment plays in improving quality of care and satisfaction,” said Patti Costello, Executive Director. “AHE leadership believes when each year's event is built upon a new theme with a new look and feel, it becomes difficult to differentiate AHE's event among the thousands that are produced each year. The new brand extension will eliminate that confusion. The new conference branding with its consistent identity will raise program visibility within healthcare and continue to reinforce our position as leaders caring for the healthcare environment.”

The name and design EXCHANGE was inspired by member responses to the extensive research conducted in 2010. “This one word expresses and captures all of what occurs at the AHE Annual Conference & Healthcare Marketplace each year,” said Kent Miller, AHE President. “Participants exchange information, education, ideas, expertise and innovative ways to improve the care of the healthcare environment. EXCHANGE expresses the power that this event has to influence positive outcomes.”

The EXCHANGE logo is unique, but consistent with the overall look and feel of the AHE logo and provides a visual impression of the depth and breadth of AHE and the 2,300 plus directors and managers caring for the healthcare environment across all care settings, including hospitals, long term care, continuing care retirement communities and ambulatory care.

For more information on EXCHANGE 2012 please visit [www.aha.org](http://www.aha.org)

#### **About AHE**

AHE represents, defines, and advances the professionals responsible for care of the patient environment to ensure quality patient outcomes and healthy communities. A professional membership group of the American Hospital Association, AHE serves more than 2,400 members. AHE provides education, networking and recognition for personal and professional achievements as well as collaboration with the AHA on public policy and advocacy issues related to the healthcare environment. Visit [www.aha.org](http://www.aha.org) for additional information.