

Shoot for the Stars: ASHE Looking for the Next

100 ENERGY STAR® Hospitals . . .

In health care, energy saved is revenue earned, according to the U.S. Environmental Protection Agency. At health care organizations with a 5 percent operating margin, every dollar saved on energy is the equivalent of \$20 in new revenues.

Energy efficiency allocates limited resources wisely and demonstrates fiscal responsibility. When it comes to energy use, what's good for the bottom line is also good for the environment—and, in turn, a facility's public health mission. A proven commitment to sound environmental practices can improve quality, safety, and patient and staff satisfaction. Those who lead environmental efforts can also reap personal and professional benefits from increased visibility within their organizations.

More than 700 hospitals, representing 23 percent of the market, have joined EPA's ENERGY STAR program as official partners by pledging to cut their energy use by at least 10 percent. Thousands more use the program's free tools and resources. The ASHE Next 100 Campaign encourages health care engineers to commit their facilities to become one of the next 100 hospitals in the nation to earn the ENERGY STAR designation.

“Increasing the energy performance of your hospital shows excellence in facility management, fiscal responsibility, and environmental leadership,” says Dale Woodin, executive director of ASHE. “That’s why we’re launching a new energy initiative—The Next 100 campaign—to bring together the energy stars of the next generation and provide national recognition to our members.”

The launch of this campaign comes at a time when new data demonstrate the pursuit of environmental goals has become mainstream in health care. Johnson Controls’ Institute for Building Efficiency, the International Facility Management Association (IFMA), and ASHE conducted the 2010 Energy Efficiency Indicator (EEI) survey early this year. More than 2,800 executives and managers responsible for making investments and managing energy in commercial buildings worldwide were polled on their priorities, practices, investment plans, and return on investment criteria for energy management. Included in the survey were 288 members of the North American health care sector.

The results, which can be found on the Institute for Building Efficiency website at http://www.institutebe.com/InstituteBE/media/Library/Resources/What's%20New/IB_HealthcareSector_Research_Summary.pdf, show that more health care executives are pursuing green building certification or incorporating green elements into their new construction projects than just two years ago—80 percent in 2010, up from 72 percent in 2008. More than any other sector polled, respondents in the health care field indicated energy management was “very” or “extremely” important to their organizations and that they planned to make capital investments and operating expenditures in energy efficiency this year.

Despite an economic recession and uncertainty surrounding health care reform, sustainability seems to have established a permanent foothold in the health care industry. Economic pressures may even be contributing to the increased attention on energy efficiency, according to Woodin, who says people are realizing some of the money being spent on utilities could be turned toward patient care. More efficient infrastructure can result in significant savings, especially at older facilities with many years’ worth of building additions. “Our challenge is to wring all the costs out of the system,” Woodin says. He believes the health care sector’s results in the EEI study are based on the fact that for health care engineers, efficiency “is job one.”

Why Earn the ENERGY STAR?

What benefits can your hospital and operations staff gain by joining the Next 100 campaign and earning the ENERGY STAR?

1. **A mark of fiscal responsibility.** When asked to find low-cost ways to save money, facility managers can demonstrate their value by earning the ENERGY STAR. It shows senior leadership, employees, donors, patients, and the surrounding community that the hospital has taken steps to reduce energy use and associated costs.
2. **A mark of environmental leadership.** Energy efficiency is the top green activity of health care institutions, according to recent surveys. Hospitals that improve energy efficiency to ENERGY STAR levels emit 35 percent fewer air pollutants on average compared to their peers and are recognized as national environmental leaders by the U.S. EPA.
3. **Insurance discounts.** Fireman’s Fund Insurance Company, the first property and casualty insurance company to offer green insurance to the U.S. commercial marketplace, has announced that policyholders with ENERGY STAR -qualified buildings are eligible for a 5 percent discount.
4. **A position above the greenwash.** With more and more focus on “greening” businesses, consumers are growing wary of unsubstantiated claims. ENERGY STAR is the only green building certification backed by the federal government. The ENERGY STAR logo is recognized and trusted by 75 percent of consumers.
5. **Public recognition.** Earning the ENERGY STAR verifies that the facility is independently certified as a superior energy performer, which can enhance promotion potential of health care engineering staff.
6. **Enhanced employee recruitment and retention.** Research shows significant portions of the population prefer to work for or do business with organizations they perceive to be environmentally responsible.
7. **Support for the public health mission.** When buildings consume less energy, utility plants can generate less, which reduces emissions of hazardous pollutants and improves air quality. A hospital can enhance its public health credentials by earning the ENERGY STAR.

ASHE board member Stephen J. Grose, CHFM, administrative director of Virginia Mason Medical Center, Seattle, says his organization has seen significant reductions in energy use since becoming an ENERGY STAR partner. As part of the program, he explains, “we’ve been able to strategize investment opportunities and evaluate successes” relating to energy efficiency. This has helped the medical center demonstrate that it is an appropriate steward of the community and its resources. According to Grose, pressure is coming to bear on health care executives to quantifiably demonstrate to boards and community members what their facilities are doing in the realm of sustainability. As administrators become more aware of tools like ENERGY STAR, “I truly believe...

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this is going to become a prerequisite or mandate for doing our jobs,” he says.

Grose says an ENERGY STAR rating indicates a facility engages in best practices, and he “absolutely, without hesitation” recommends to other facilities that they join the program. Here’s how you can do it:

Take Steps to Be One of the Next 100

1. Benchmark your hospital in EPA’s ENERGY STAR Portfolio Manager.

Track your hospital’s energy consumption with the EPA’s free Portfolio Manager, an energy management tool designed to help organizations monitor energy and water consumption data, identify under-performing buildings, set priorities, and verify improvements online in a secure environment. Portfolio Manager is available on the Energy Star website at <https://www.energystar.gov/istar/pmpam>. See the Healthcare Benchmarking Starter Kit (http://www.energystar.gov/index.cfm?c=evaluate_performance.bus_portfoliomanager_benchmarking) for eligibility criteria and pre-recorded online training to assist you in entering your hospital’s data.

Portfolio Manager will assign an energy performance score to your facility based on information about the facility’s operating characteristics and at least 12 consecutive months of energy data. Hospitals are scored relative to similar properties nationwide, normalized for weather, building size, and other factors. Buildings that receive a score of 75 or higher, indicating they perform better than 75 percent of similar buildings nationwide, may qualify for the ENERGY STAR label.

2. Join ASHE’s Energy Efficiency Commitment (E2C) initiative.

As a participant in E2C, you join a group of industry leaders who are committed to stewardship and continuous energy improvement. Portfolio Manager allows you to share your data confidentially with ASHE, set a baseline and target for improvement, and update data regularly to track and quantify savings over time. Participating hospitals that reduce energy consumption by 10 percent over five years can apply for recognition from ASHE (www.ashe.org/e2c/getstarted.html).

3. Review your 1–100 Energy Performance Score and identify next steps.

Establish an action plan for improvement based on your Portfolio Manager score. The ENERGY STAR program offers technical resources to help at each step of the way.

1–49 *Greatest opportunity for improvement.* Investments in new equipment, combined with aggressive low-cost operations and maintenance practices, could have the greatest impact on your bottom

line. Review EPA’s *Building Upgrade Manual* (www.energystar.gov/index.cfm?c=business.bus_upgrade_manual), a strategic guide to help you maximize energy savings by following five upgrade stages, beginning with no- and low-cost measures.

50–74 *Significant opportunity to reap savings.* Simple, low-cost operations and maintenance practices, combined with upgrades, could yield significant savings. Use the ENERGY STAR *Low-Cost O&M Checklist for Hospitals*—developed from partner best practices—to identify opportunities, assign responsibility, and track progress toward goals at your facility (www.energystar.gov/ia/business/healthcare/Low_Cost_O&M_Checklist.pdf).

75–100 *Benefits from ENERGY STAR recognition and continued improvement.* Earn recognition from EPA and become one of “The Next 100” by applying for the ENERGY STAR. Continue to improve and maintain superior performance by focusing on best practices in operations and maintenance.

4. Apply for the ENERGY STAR.

Hospitals achieving a score of 75 or higher can qualify to earn and display the ENERGY STAR for superior energy performance. A professional engineer (PE) or registered architect (RA) must verify the accuracy of all information a facility submits to Portfolio Manager and confirm that the facility operates in accordance with industry standards and indoor environmental criteria. See *Tips for Low-Cost Verifications* for more information about taking this step (www.energystar.gov/ia/business/healthcare/tips_low_cost_pe_validations.doc).

Once approved for the ENERGY STAR, your facility will join an elite club of high-performing hospitals and be featured in EPA’s national registry of ENERGY STAR-labeled buildings. Qualifying for the ENERGY STAR every year will not only benefit your career, your facility, and your community, it will also help hospitals nationwide save money by identifying best practices and technologies. Joining the Next 100 campaign will pay dividends to many and could be one of the best investments you make in 2010.

Clark Reed is director of the Healthcare Facilities Division, ENERGY STAR, U.S. EPA. To join the program, visit www.energystar.gov/healthcare or contact the author by mail at the U.S. Environmental Protection Agency, MC 6202J, 1200 Pennsylvania Avenue NW, Washington, DC 20460; by e-mail at reed.clark@epa.gov or by phone at 202-343-9146.

Add Your Hospital's Name to the List

<p>Arkansas Little Rock John L. McClellan Memorial Hospital</p> <p>Rogers Mercy Medical Center, Rogers, AR</p> <p>Springdale Northwest Medical Center of Washington County</p> <p>Arizona Fort Defiance Fort Defiance Indian Hospital</p> <p>Prescott VA Health Care System- Prescott</p> <p>Tucson 678 Southern Arizona VA Health Care System-Tucson</p> <p>California Chula Vista Sharp Chula Vista Medical Center</p> <p>Coronado Sharp Coronado Hospital</p> <p>Grass Valley Sierra Nevada Memorial Hospital</p> <p>Oceanside Tri-City Medical Center</p> <p>Palo Alto VA Palo Alto Healthcare System- Palo Alto</p> <p>San Diego Naval Medical Center San Diego</p> <p>San Francisco UCSF at Mt. Zion Medical Center</p> <p>San Pedro San Pedro Hospital</p> <p>Colorado Fort Collins Lemay Campus</p> <p>Littleton Littleton Adventist Hospital</p> <p>Loveland Medical Center of the Rockies</p> <p>Connecticut Hartford SFHMC</p> <p>West Haven VA Connecticut Healthcare System, West Haven</p> <p>Delaware Wilmington 460 Wilmington VAMC</p>	<p>Florida St. Petersburg St. Anthony's Hospital</p> <p>Georgia Conyers Rockdale Medical Center</p> <p>Iowa Dubuque Mercy Medical Center-DBQ</p> <p>Dyersville Mercy Medical Center-DYS</p> <p>Idaho Boise Boise VAMC (Pre-1990 Geothermal)</p> <p>Idaho Falls Eastern Idaho Regional Medical Center</p> <p>Meridian St. Luke's Meridian Medical Center</p> <p>Illinois Carbondale Memorial Hospital of Carbondale</p> <p>Chicago Advocate Illinois Masonic Medical Center</p> <p>Oak Park Rush Oak Park Hospital</p> <p>Indiana Fort Wayne North Indiana HCS, Ft. Wayne</p> <p>Warsaw Kosciusko Community Hospital</p> <p>Kentucky Ft. Thomas St. Luke Hospital East</p> <p>Louisiana Lafayette University Medical Center Lafayette</p> <p>Marrero West Jefferson Medical Center</p> <p>Shreveport Shreveport Hospital</p> <p>Massachusetts Jamaica Plain 523 VA Boston Healthcare System (Jamaica Plain)</p> <p>Maine Lewiston St. Mary's Regional Medical Center</p>	<p>Michigan Ann Arbor VA Ann Arbor Healthcare System</p> <p>Detroit VA Medical Center Detroit</p> <p>Kalamazoo Bronson Hospital</p> <p>Saginaw Saginaw Hospital</p> <p>Missouri Maryville St. Francis Hospital & Health Services</p> <p>Mississippi Hattiesburg Wesley Medical Center</p> <p>Montana Browning Blackfeet Hospital</p> <p>Fort Harrison VA Montana Health Care System-Fort Harrison</p> <p>Missoula MTSA-Providence Center St. Patrick Hospital</p> <p>North Carolina Charlotte Carolinas Medical Center University</p> <p>North Dakota Fargo Fargo VA Medical/Regional Office Center</p> <p>Valley City Mercy Hospital-Valley City</p> <p>New Mexico Albuquerque Albuquerque Indian Hospital New Mexico VA Healthcare System</p> <p>Presbyterian Hospital University of New Mexico Hospital</p> <p>Nevada Las Vegas Mike O'Callaghan Federal Hospital</p>	<p>New York Albany Albany VA Medical Center</p> <p>Buffalo Buffalo General Hospital Millard Fillmore Gates Hospital Western New York Healthcare System at Buffalo</p> <p>Glen Cove Glen Cove Hospital</p> <p>New York The Allen Pavilion</p> <p>Rochester Highland Hospital</p> <p>White Plains New York-Presbyterian Hospital, Westchester Division</p> <p>Yonkers St. Joseph's Medical Center</p> <p>Ohio Canton Mercy Medical Center</p> <p>Cincinnati The Christ Hospital</p> <p>Oregon Cottage Grove Cottage Grove Hospital and Clinics</p> <p>Portland Portland VA Medical Center Providence St. Vincent Medical Center PSA-Portland Medical Center</p> <p>Seaside NCSA-Seaside Hospital</p> <p>Pennsylvania Philadelphia Philadelphia VA Medical Center</p> <p>Nazareth Hospital-Mercy Health System of Southeastern Pennsylvania</p> <p>Pittsburgh VA Pittsburgh Healthcare System-University Dr.</p> <p>Tennessee Maryville Blount Memorial Hospital</p> <p>Oak Ridge Methodist Medical Center of Oak Ridge</p>	<p>Texas Big Spring West Texas VA Health Care System</p> <p>Galveston Waverly Pavilion</p> <p>Houston Houston Hospital MH Northwest Hospital Shriners Hospital for Children-Houston</p> <p>Sugar Land Memorial Hermann Sugar Land Hospital</p> <p>Utah Fillmore Fillmore Community Medical Center</p> <p>Virginia Richmond Hunter Holmes McGuire VA Medical Center</p> <p>Washington Deer Park Deer Park Hospital</p> <p>Longview Delaware-Main Bldg.</p> <p>Olympia SWWSA - St. Peter Hospital</p> <p>Seattle Seattle</p> <p>Spokane Holy Family Hospital Sacred Heart Medical Center</p> <p>Tacoma Madigan Army Medical Center Tacoma General/Mary Bridge Hospital</p> <p>Wisconsin Appleton St. Elizabeth Hospital</p> <p>LaCrosse Franciscan Skemp Mayo Healthcare, LaCrosse</p> <p>West Virginia Clarksburg Louis A. Johnson VA Medical Center</p> <p>Martinsburg VA Medical Center Martinsburg, WV</p> <p>Wyoming Cheyenne Cheyenne VAMC</p> <p>Italy Aviano Air Base Hospital</p>
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