



2015 AIA Fellowship

Entry 57753

Nominee	William J. Hercules
Organization	WJH Architect
Location	Orlando, Florida
Chapter	AIA Orlando
Sponsor	Aubrey R. Pentecost III. FAIA
Organization	Texas Tech University, College of Architecture

Category of Nomination

Category Two - Practice (Technical Advancement)

Summary Statement

William Hercules contributes to the transformation of architectural practice nationally by pioneering, advocating, and deploying rigorous, collaborative processes and multi-disciplinary research resulting in truly innovative, high performing, award winning, patient-centric architecture.

Education

Boston Architectural College, Boston MA, 3 1/2 years, Master of Architecture;
Washington University, St. Louis MO, 3 1/2 years, Bachelor of Architectural Technology;
St. Louis Community College @ Meramec, St. Louis MO, 2 years, Associates in Architectural Technology

Licensed in: Illinois, Missouri, Colorado, Florida, NCARB

Employment

WJH Architect, LLC, February 2013 - present, 1 year 9 months;
Perkins+Will, November 2007 - February 2014, 5 years 4 months;
HKS Architects, December 2003 - October 2007, 3 years 11 months;
Farnsworth Group, July 2002 - December 2003, 1 year 6 months;
Christner Inc., May 1984 - July 2002, 18 years 3 months;
John Cohen & Associates, September 1983 - May 1984, 9 months

Candidate Name:

William J. Hercules, AIA, FACHA, ACHE, LEED AP

Component Nomination:

Name of AIA Component:

AIA Florida

Name of Component 2014 President:

Nathan Butler, AIA, LEED AP

Signature:



Nathan Butler, AIA, LEED AP, 2014 AIA Florida President



TEXAS TECH UNIVERSITY

College of Architecture

October 7, 2014

John Castellana, FAIA
Chair, Jury of Fellows
The American Institute of Architects
1735 New York Avenue NW
Washington, DC 20006-5292

Re: William J. Hercules, AIA, FACHA, ACHE, LEED AP

Dear John and members of the Jury:

It is my great pleasure to serve as sponsor for and to recommend enthusiastically and without reservation **William J. Hercules, AIA, FACHA, ACHE, LEED AP** for elevation to FAIA. Nationally Bill is a powerful force and a much sought-after voice on the architectural transformation driven by a greater reliance on research in design. His peers awarded him Fellow status in the American College of Healthcare Architects (ACHA), and now he is serving his second term as a member of the national Board of Regents for the ACHA. Bill's peers greatly respect him.

Bill's architectural work as a practitioner has received critical acclaim nationally for being innovative and improving building performance, and it has received awards from organizations outside of typical architectural circles such as The Society of Critical Care Medicine, the American Association of Critical Care Nurses, the Construction Owners Association of America, and the Building of America Network. His pioneering work on the Universal Patient Room concept resulted in greater patient satisfaction and earned him the praise of his clients. Bill is regularly sought after for critical analysis and insightful perspectives by editors of design journals at the regional, national and international scale.

Bill has made a tremendous impact nationally on educational programming that is accelerating the profession toward research-influenced design. The AIA Knowledge Communities are using tools he developed to grow knowledge community participation, even those beyond his specialty of healthcare design. He has spearheaded numerous national and regional education events on improving design performance. Importantly, Bill was just tapped by the University of Florida to be the lead advisor to establish a new PhD research program blending health and architecture studies for the purpose of shaping healthcare and development policies.

Bill's national reputation as a practitioner known for design excellence positioned him to oversee the creation of a new national healthcare design award program, known as the ACHA Legacy Project Award that recognizes lasting design excellence in healthcare design. Bill organized the award, including its roll out nationally and the establishment of the standards by which "design legacy" would be defined.

Bill has established himself as a national and international practitioner-advocate for high quality design and the rich educational programming that drives it. Bill demonstrates the kind of leadership and professional excellence that exemplifies Fellowship in the AIA, and I know of no one more deserving of this recognition. It is my strongest recommendation that William J. Hercules be elevated to membership in the AIA College of Fellows.

Very truly yours,

A. Ray Pentecost III, DrPH, FAIA, FACHA, LEED AP
Professor



William Hercules contributes to the transformation of architectural practice nationally by pioneering, advocating, and deploying rigorous, collaborative processes and multi-disciplinary research resulting in truly innovative, high performing, award winning, patient-centric architecture.

Peer Respect

Bill's work has been nationally recognized by his peers and clients as one of the leading architects in healthcare design, evidenced by:

- Serving two terms on the national 10-member Board of Regents of the American College of Healthcare Architects (ACHA), the only specialty Board certification recognized by the AIA, and the only one of its kind world-wide.
- Achieving Fellowship in the ACHA, a national peer-granted recognition, comprising the top 50 of practicing healthcare architects in the U.S.
- Receiving national and regional invitations to serve as a juror, guest critic and conference speaker.
- Providing critical analysis and summary quotations for regional, national and international architecture journals.

Project Recognition

Bill has improved healthcare architecture and reduced healthcare costs through the consistent and creative use of research-informed design innovation of complex building systems by:

- Improving treatment of Intensive Care Unit care teams through the development of a new ICU design receiving awards from both the Society of Critical Care Medicine and the American Association of Critical Care Nurses.
- Significantly improving patient satisfaction by pioneering the *Universal Patient Room*, a nationally recognized concept in which the patient remains in one room during the entire stay, and the nursing team adjusts their work based on acuity, as confirmed by the hospital administration.
- Improving the consistency of care through the concurrent redevelopment of multiple campuses in a hospital system by an innovative second-opinion review process, as recognized with an award by the Construction Owners Association of America, and the hospital system executives.
- Reducing operational costs by innovative planning models that separated public and clinical activities, called an *Interventional Platform*, as recognized with a Building of America Network award, and the hospital administration.

Professional Reach

Bill has advanced the practice of architecture by integrating the perspectives of multiple Knowledge Communities – architects, clients, academia and the public by:

- Facilitating the establishment of a dozen new regional AIA Academy of Architecture for Health Knowledge Community components nationally by his development of the *Component Toolkit*, a collection of organizational best practices, which has also served two other non-healthcare AIA Knowledge Communities in their expansion.
- Creating and funding the *Hercules Prize for Design Innovation* through the AIA Florida Foundation for Architecture catalyzing dozens of design proposals to address key statewide needs of education, housing, and healthcare.
- Advancing the practical knowledge and skills of thousands of Architects nationally through the development of nine national and regional education events offering scores of advanced educational sessions within the ACHA.
- Leading the national team to define enduring healthcare design excellence by developing and inaugurating the *ACHA Legacy Project Award*, a national healthcare facility award program analogous to the AIA 25 Year Award.
- Establishing a formal national bi-directional educational exchange between the ACHA and the 40,000-member American College of Healthcare Executives in order to research integrated healthcare design priorities.
- Accepting an invitation by the University of Florida to lead and develop a new PhD research program conjoining architecture and health, in order to shape future national healthcare policy and regional development.
- Generating overwhelming, worldwide, positive public dialog with more than 800,000 votes from 10 countries about the value of architecture through leadership of the *People's Choice Awards* program with AIA Florida.

2.1 Significant Healthcare Architectural Practice Work

Envisioning the convergence of medicine and architecture, and the predictive research that affects both.



Arnold Palmer Medical Center – Campus Consolidation Planning

Orlando FL

Firm	Perkins+Will
Role	Managing Principal
Area	750,000 sf
Cost	\$260 million
Completed	2009

Inspiring continued significant philanthropic investment, Bill led the hospital administration into a 20-year future of pediatric medicine, patient experiences, advanced medical education and data integration.



Indian River Medical Center – Inpatient Reinvention Planning

Vero Beach FL

Firm	Perkins+Will
Role	Managing Principal
Area	900,000 sf
Cost	\$320 million
Completed	2011

Envisioning a very different future model of hospital-based medical care, based on impending healthcare payment reform, Bill led the hospital administration in a planning exercise that incrementally replaced three inpatient wings with two new towers.



Hamlin Hospital – Greenfield Community Hospital Planning

Orange County FL

Firm	WJH
Role	Planning Principal
Area	480,000 sf
Cost	\$168 million
Completed	2013

Within a \$1-billion green-field Planned Urban Development, Bill helped the developers shape their thinking about a new healthcare business context of federal payment reform, which yielded a campus heavily reliant upon short-stay encounters and distributed community entry portals.



Shriners Hospital for Children – Campus Redevelopment Planning

Frontenac MO

Firm	Christner
Role	Lead Planner
Completed	2000
Area	111,000 sf
Cost	\$20 million

By not only contemplated the physical characteristics of hospital design, but the how the Shriners organization may sustain itself, Bill provided a range of solutions from reinventing the hospital on-site to relocating the enterprise adjacent to an academic medical center.

2.1 Significant Healthcare Architectural Practice Work

Provocative project leadership with a bias toward his client's healthcare data-driven business results.



Florida Hospital East Orlando – Bed Tower & Ancillary Expansion

Orlando FL

Firm	HKS	Award
Role	Sr. Project Manager	Construction Owners of America
Area	230,000 sf	Gold – 2008
Cost	\$56 million	
Completed	2008	

Advancing the hospital system's mission, Bill led his team to achieve eight board-mandated goals, which include architectural qualities as well as functional and financial metrics, which was independently recognized by the Construction Owners of America.



Dr. P. Phillips Hospital Interventional Platform and Inpatient Expansion

Orlando FL

Firm	HKS	Award
Role	Sr. Project Manager	Building of America – 2010
Area	405,000 sf	
Cost	\$130 million	
Completed	2009	

Accelerating the hospital's financial impact within a 7-hospital system, it became the revenue and margin leader in part by the innovative Interventional Platform, which was nationally recognized by the Building of America Network.



Health Central Hospital – Emergency Services Expansion Planning

Ocoee FL

Firm	Perkins+Will
Role	Managing Principal
Area	29,000 sf
Cost	\$25 million
Completed	2012

Working within very tight revenue projections, Bill's team demonstrated that an extensive in-place renovation and expansion was possible within the extremely tight allowable funding, allowing new patient reimbursement to support both the architecture and the staffing.



Naples Heart Institute – Clinical and Diagnostic Services

Naples FL

Firm	Perkins+Will	Award Nomination
Role	Managing Principal	AIA National Healthcare – 2013
Area	27,000 sf	
Cost	\$5.1 million	
Completed	2012	

Creating a cleanly functioning diagnostic and treatment suite with breathtaking architecture, this project was a direct response to looming federal reform, and its implied reimbursement adjustments.

2.1 Significant Healthcare Architectural Practice Work

Advancing patient-care interests through process innovation shaped by research.



Washington University Medical Center – Robotic Surgical Suite

St. Louis MO

Firm	Christner
Role	Sr. Project Manger
Area	3,000 sf
Cost	\$1 million
Completed	2001

At the forefront of developing robotic surgical architecture to support radical advances in surgical technique concurrent with FDA clinical trials, this project served to inform future robotic surgical environments within academic medical centers and community hospitals.

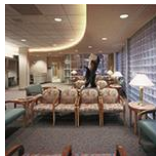


Florida Hospital Winter Garden – Patient Experience

Winter Garden FL

Firm	WJH
Role	Thought Leader / Contrarian
Area	127,000 sf
Cost	\$32 million
Completed	2014

Clarifying the design criteria to enrich patient experiences, Bill employed his proprietary analysis tools: ExperienceMap, which qualifies whole-campus patient experiences, and MissionMatrix™, which clarifies project goals through the lens of the organization's mission.

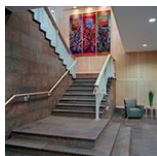


Christian Hospital Northeast – Surgical Services Expansion

Florissant MO

Firm	Christner
Role	Sr. Project Manager
Area	66,700 sf
Cost	\$10 million
Completed	1996

Through an immersive process of observing surgical cases from entry to discharge, a rarity in healthcare design, Bill's team acquired a deeper appreciation of both the surgical team's needs and the patient's experience, ultimately enhancing both.



OSF St. Joseph Hospital Cardiac Care Expansion

Bloomington IL

Firm	Christner
Role	Sr. Project Manger
Area	85,000 sf
Cost	\$25 million
Completed	2002

As an early adopter of an experimental nursing model, the Universal Patient Room, which allowed patients to remain in a single rooms for the duration of their stay while the nursing care and equipment would adjust around, Bill's team influence subsequent projects nationally.

2.1 Significant Healthcare Architectural Practice Work

Influencing the state of the art of architectural practice through content innovation and probative discoveries.



Christian Hospital Northeast – Emergency Services and Critical Care

St. Louis MO

Firm	Christner	Awards
Role	Project Architect	Society of Critical Care Medicine
Area	80,000 sf	American Association of Critical
Cost	\$11.2 million	Care Nursing
Completed	1993	AIA National Healthcare – 1993

Through a revolutionary architectural planning concept of tightly clustering intensive care patient rooms proximate to the care teams, Bills team garnered awards and recognition by critical care medical and nursing societies.



Orlando Regional Medical Center – Campus Reinvention Planning

Orlando FL

Firm	Perkins+Will
Role	Managing Principal
Area	540,000 sf
Cost	\$180 million
Completed	2010

By special invitation by the hospital president for Bill's national planning expertise, Bill assembled a team to solve his concerns about the work of others and his own internal processes, providing him the breakthrough to facilitate the execution of the project.



Bayfront Medical Center – High-Risk Obstetrics at All Children's Hospital

St. Petersburg FL

Firm	HKS
Role	Client Liaison / Sr. Project Manager
Area	90,000 sf
Cost	\$27 million
Completed	2006

Navigating the regulatory complexities of a large high-risk maternal health suite within a separately governed neighbor pediatric hospital, resulted in an integrated branded public experience for mothers and children in the same building.



Naples North Hospital – Surgical Transformation

Naples FL

Firm	Perkins+Will
Role	Managing Principal
Area	31,700 sf
Cost	\$4.3 million
Completed	2012

Bringing order to the chaotic collection of pathways and undersized spaces, Bill completely transformed and expanded an existing surgical suite with on-going surgical cases, in order to re-orient the public from the hospital entry and enlarge the pre- and post-surgical patient spaces.

2.1 Relevant Positions Held, Academic Work, Juries, and other Service

Moving the profession of architecture forward through practice excellence, reliance upon performance data, and provocative national and regional organizational leadership.



- Elected twice to the national Board of Regents of the American College of Healthcare Architects (ACHA) by virtue of his national healthcare leadership, Bill has served a variety of leadership roles. The ACHA is the only architectural specialty board-certification recognized by the AIA. (2010 thru 2016)
- A distinction reserved for the top 50 of the approximately 8,000 healthcare architects in the U.S. (top 0.6%), the ACHA Board elevated Bill to Fellowship. (2012 to present)
- Developing nine national and regional conferences serving thousands of healthcare architects annually, Bill serves as the ACHA Regent for Advanced Education. (2009 to present)

LEGACY
PROJECT
AWARD



- As a means to celebrate practice excellence in healthcare design, the ACHA Board personally selected Bill to develop and inaugurate the ACHA Legacy Project Award, which is a national healthcare equivalent to the AIA 25 Year Award. (2013-14, 2014-15)
- By creating a national bi-directional knowledge exchanges bridging two national professional organizations: the ACHA, and the 40,000-member American College of Healthcare Executives, the professional organization for hospital administrators, Bill is clarifying healthcare design practice priorities. (2014 to present)
- As a provocateur for transformative ideas relative to Florida's social needs in subjects such as education, housing, healthcare, and urban revitalization, Bill created and personally funded the *Hercules Prize for Design Innovation*, administered by the Florida Foundation for Architecture (FFA), the top prize for an annual statewide emerging professionals and student architectural competition. (2010 thru 2011)
- Energizing the Florida Foundation for Architecture to engage with the public around architecture, as President of the FFA, Bill coalesced a team to develop the People's Choice Awards program, by which 800,000 public votes originating from 10 countries, people identified their favorite Florida architecture. This success was followed by a statewide public tour campaign of that architecture. (2014, 2015 planned reprise)



- The University of Florida - School of Architecture invited Bill to be the lead advisor and subject matter expert for a new PhD level research program on the subject of architecture and community health – among the first of its kind nationally, which extends healthy design thinking beyond a traditional healthcare building type into general architectural and urban planning practice. The goals of the *Institute for Healthy Community Design* harmonize and lend academic credibility to the national AIA's practice initiatives on design and health with PhD-level, peer-reviewable research. (2014 to present)



- A dozen new regional healthcare Knowledge Community components were created in the first year as a result of Bill's national leadership in crafting the AIA Academy of Architecture for Health (AAH) Component Toolkit. This toolkit has also used as a basis for two other AIA knowledge communities to reproduce themselves regionally – Small Project Practitioners, and Custom Residential Architect's Network. (2008)



- Developing and funding a statewide student charrette program involving six schools of architecture, resulted from Bill's co-founding of and a two-term Chairmanship of AIA Orlando's AAH knowledge community. (2006 thru 2009)
- Invited by AIA Tampa Bay to help frame the structure for their AAH component, Bill based his advice on his success with AIA Orlando and his development of the Component Toolkit. Both Orlando's and Tampa's Knowledge Communities remain relevant today drawing more than 100 architects each to their annual events. (2010)

Investment in the advanced education of his peers nationally and the next generation of practitioners.



- Developing and inaugurating the national ACHA Legacy Project Award as described above with a companion video compendium. (2013-14, 2014-15)
- Markedly improving the educational content leadership of Florida Healthcare Engineering Association conference attended by 1,000 healthcare practitioners annually by developing an inter-disciplinary content council. (2013, 2014)
- AIA Academy of Architecture for Health – National Student Competition and juror and content presenter in conjunction with the international Center for Health Design annual conference. (2009)
- Founding and securing financial support for the AIA Academy of Architecture for Health – Orlando Student Charrettes. (2006 thru 2009)
- Funding the top prize supporting students and emerging professionals through his *Hercules Prize for Design Innovation*. (2010 thru 2011)
- Serving as a guest critic for the University of Florida - School of Architecture. (2010).
- Serving as a guest critic for the St. Louis Community College at Meramec – Architectural Technology Program. (1986, 1988)



Improving his community beyond his profession without professional benefit.



- Raising more than \$1-million for pediatric care for Florida Hospital for Children. (2004 to present)
- Navigating difficult financial conditions as a Trustee and then Vice President of the Board of Florida Christian College, and eventually leading to a merger with Johnson University, sustaining the institution. (2011 thru 2013)
- Actively contributing to sound corporate governance resulting in sustain high annual growth and U.S. mega-church status for Journey Christian Church. (2007 thru 2015)

2.2 Significant Awards, Honors, and Recognitions

Honored by 14 national and regional design awards six from the AIA, recognizing process and product.



Dr. P. Phillips Hospital – Interventional Platform and Inpatient Expansion

Orlando FL

Award

Building of America Network – 2010 Building of America



Florida Hospital East Orlando

Orlando FL

Award

Construction Owners Association of America – 2008 Excellence



Parkland Hospital New Critical Access Hospital Model

Bonne Terre MO

Award

American Society of Healthcare Engineering – 1996 Vista



St. Louis Lambert International Airport MetroLink Station

St. Louis MO

Award

AIA St. Louis – 1995 Excellence



Christian Hospital Northeast – Emergency Services and Critical Care

St. Louis MO

Awards

AIA Committee on Architecture for Health – 1995 Honor

Society of Critical Care Medicine – 1995 Design Citation

American Association of Critical Care Nurses – 1995 Citation



Spencer & Spencer Systems (Ciber)

St. Louis MO

Awards

Spencer & Spencer – 1994 Excellence



St. Louis Lambert International Airport Interfaith Chapel

St. Louis MO

Awards

AIA St. Louis – 1993 Honor

Institute of Business Designers (IIDA) – 1992 Excellence



Southwest Medical Center

St. Louis MO

Awards

AIA St. Louis – 1993 Excellence



Southwest Bank

St. Louis MO

Awards

Institute of Business Designers (IIDA) – 1992 Excellence



Shoenberg Temperate House and Brookings Interpretive Center

St. Louis MO

Awards

AIA St. Louis – 1991 Excellence

AIA Central States – 1990 Excellence

2.3 Significant Healthcare Articles and Presentations

Bill has contributed his research to the knowledge body benefiting his peers and client's organizations.



Planning priorities: Architectural leaders focus on efficiency, technology and safety

Healthcare Facility Design Magazine

International Publication



The Future of Surgical Care

Stryker Futures Conference

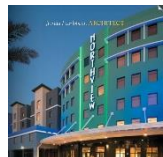
Tampa FL, International Conference



Building For the Ages

American Society of Healthcare Engineering PDC Conference, Main Session Plenary

Orlando FL, International Conference



Surrounding You, Inspiring You ... Discover Architecture

Florida / Caribbean Magazine

Regional Publication



"Well You Can Walk, Can't You?" – Exploring Walkable Communities

University of Central Florida – Graduate Public Policy Program

Orlando FL, University Guest Lecturer



Building the Hospital of Tomorrow: Rehab, Renovate, or Replace

American College of Healthcare Executives

Orlando FL, Regional Conference



Healing the Future: Architecture and Leadership Make it Happen

Florida / Caribbean Magazine

Regional Publication



Road to Recovery – Exploring the Path of Post-Acute Care in the ACA

Academy of Architecture for Health

Orlando FL, Regional Conference



Hospital of Tomorrow

American College of Healthcare Executives

Orlando FL, Regional Conference



Post Occupancy Performance Evaluations

Facility+Care Magazine Annual Conference

Orlando FL, National Conference

List of Exhibits – Significant Architectural Contributions



01 **Orlando Regional Medical Center Planning**

Orlando FL

(Image credit: Perkins+Will, except as noted)



02 **Florida Hospital Winter Garden**

Winter Garden FL

(Image credit: WJH, except as noted)



03 **Arnold Palmer Medical Center**

Orlando FL

(Image credit: Perkins+Will)



04 **Dr. P. Phillips Hospital**

Orlando FL

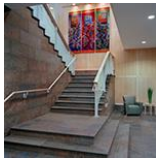
(Image credit: HKS)



05 **Florida Hospital East Orlando**

Orlando FL

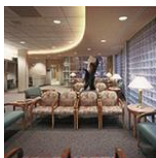
(Image credit: HKS)



06 **St. Joseph's Center for Advanced Medicine**

Bloomington IL

(Image credit: Christner)



07 **Christian Hospital Northeast Surgery Center**

St. Louis MO

(Image credit: Christner)

List of Exhibits – Significant Professional Contributions

LEGACY
PROJECT
AWARD

08 **National ACHA Legacy Project Award Program**

United States of America

(Image credit: ACHA, except as noted)



09 **Florida Foundation People's Choice International Awards Program**

World-wide

(Image credit: FFA, except as noted)

01 Orlando Regional Medical Center Master Plan

Project Data

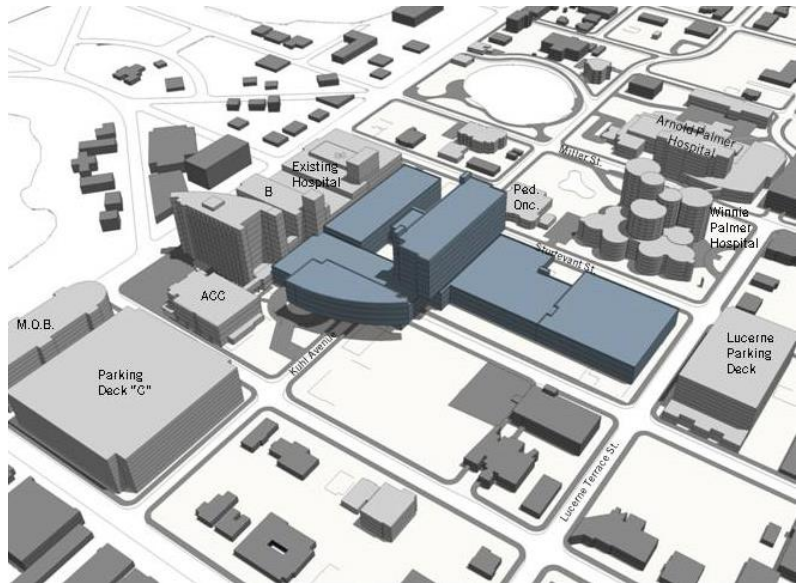
Owner	Orlando Health
Design Firm	Perkins+Will
Completion Date	2009
Role of Nominee	Managing Principal
Project Area	540,000 sf
Project Cost	\$180 million
Location	Orlando FL

***"Now, this is what we've been looking for!
This is a very smart approach."***

- Shannon Elswick, EVP Orlando Health

As the hospital campus was nearing its centennial anniversary, the campus had grown to more than 2 million square feet, but the accumulation of past expansions and renovations no longer efficiently contributed to their care aspirations. The effects of payment reform also loomed on the horizon, which would demand efficient, high-performance care. After 5 years of planning and false-starts, and out of frustration with the internal decision-making, **the hospital President reached out to Bill Hercules because of his national healthcare planning expertise. Bill assembled and led a team that re-imagined the campus and unlocked its potential.**

At issue was the demand for certain service lines and how those demands might engage the existing capital assets. **The watershed moment came when Bill's team demonstrated how, in fact the hospital could technically expand in two directions, maintain key functional linkages to existing high-cost assets, and also create opportunities for the campus to be re-imagined as it marked its centennial with signature architecture.** The implementation feasibility was confirmed by another design and construction team, and the resulting project executed by another firm is expected to open in 2015.



Declaration of Responsibility

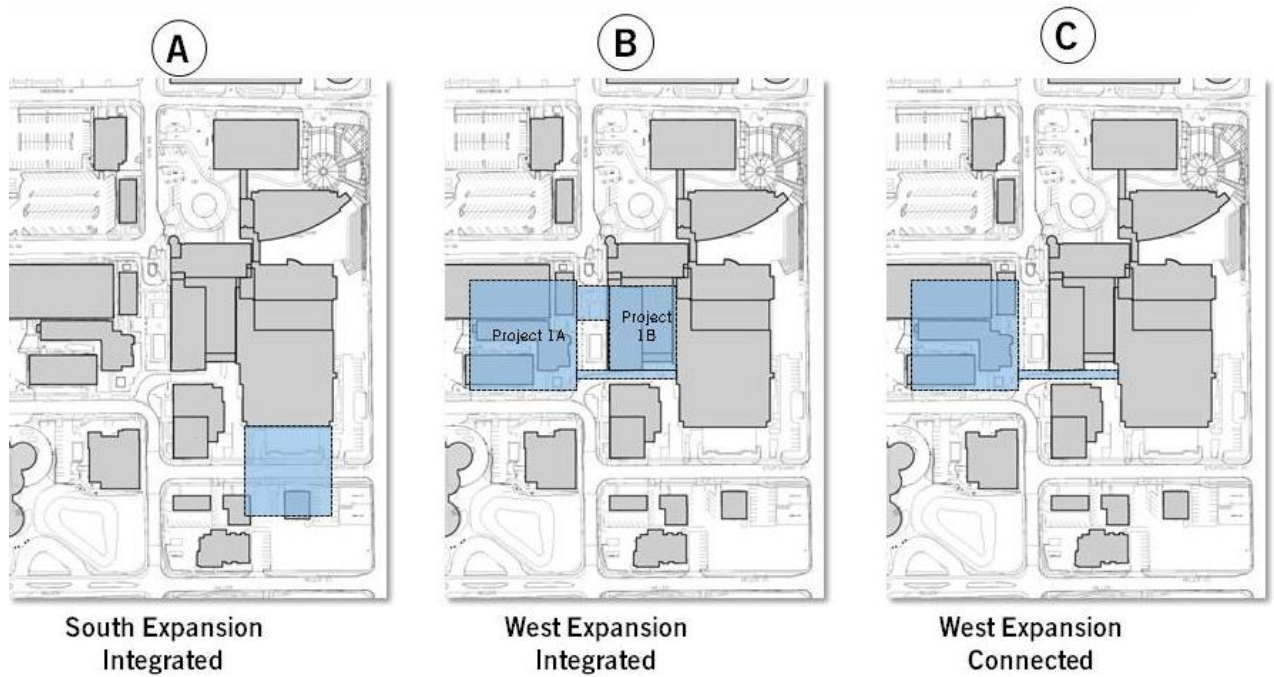
I have personal knowledge of the nominee's responsibility for the project listed above. That responsibility included:

Project under direction of nominee

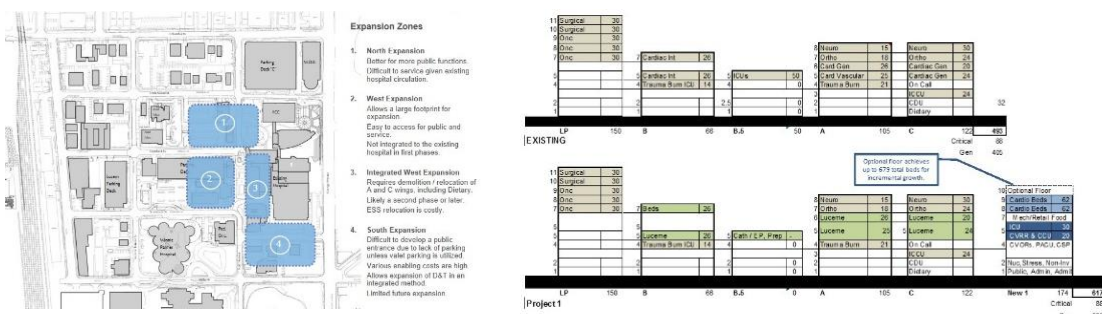
Shannon Elswick, FACHE, retired Exec. Vice President, Orlando Health

Role: Administrative Direction

01 Orlando Regional Medical Center Master Plan



Resulting Orlando Regional Medical Center Expansion, Orlando FL – HKS, architect (image credit – HKS)



02 Florida Hospital Winter Garden Patient Experience

Project Data

Owner	Florida Hospital / AHS
Design Firm	WJH
Completion Date	2014
Role of Nominee	Contrarian / National Expert
Project Area	127,000 sf
Project Cost	\$32 million
Location	Winter Garden FL

“Bill was able to view the project with a completely independent perspective, which allowed us to have very constructive dialogue on not just the project’s design, but the true outcomes of the project.”

- Tim Burrill, VP Support Services



Public Entry – ESa, architect (image credit – ESa)

Florida Hospital is an existing eight-campus community hospital system, and had an **average patient satisfaction performance below the 75th percentile**, according to the federal HCAHPS scoring system. The system leaders mandated substantial patient experience improvement across the entire system, and they looked with particular interest at the new, green-field Florida Hospital Winter Garden project to set a new benchmark for patient satisfaction.

Because of **his national leadership in healthcare design**, Bill Hercules was engaged to act as the design contrarian to assure the hospital system that the patient experience improvement goals were being met within the project, which was concurrently being designed by another national design firm. He employed his proprietary tools such as the **Mission Matrix™** (which clarifies project architectural goals through the corporate mission), and **Experience Pathway** study tools (which analyze time and catalog myriad sub-experiences), along with **current behavioral research, and demographically-specific personas**.

As a **result of the application of his tools and co-related experiential research**, the design was adjusted to:

- Eliminate confusing architectural elements and improve way-finding.
- Introduce a hospitality-oriented clinically-trained concierge.
- Include private patient toilet facilities in the Emergency Department in order to maintain patient dignity.
- Modify the patient discharge process with a patient counselor in lieu of only a financial transaction.
- Push patient parking significantly closer to the building entries.
- Provide isolated positive distraction devices for child visitors.
- Provide spa-like elements in the waiting and treatment areas, which reduce apprehension and stress.
- Support the mission by connecting the interior with chapel gardens.

The **administration's conclusion was that these ideas should be promulgated throughout the entire hospital system** in order to significantly boost patient experiences. While the architectural project is currently under construction, the ideas have been applied in other campuses **resulting in significant patient experience improvement**.

Declaration of Responsibility

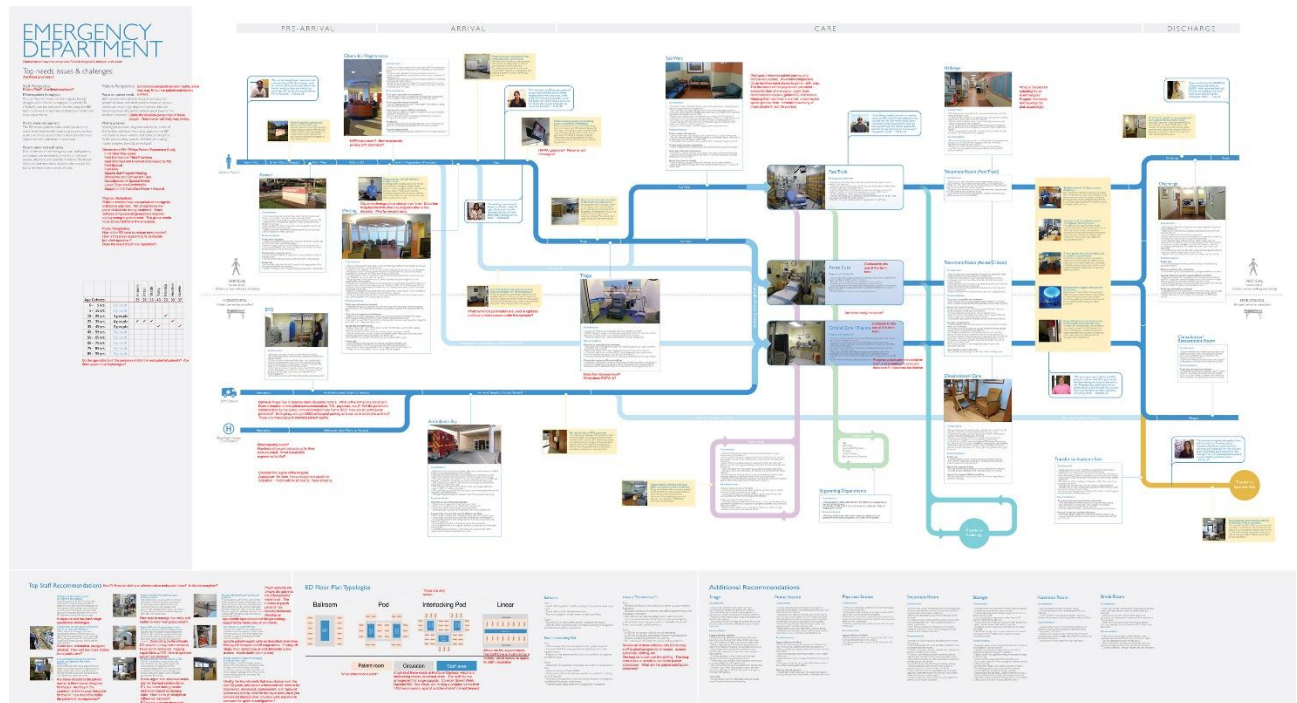
I have personal knowledge of the nominee's responsibility for the project listed above. That responsibility included:

Project under direction of nominee

Tim Burrill, Vice President, Florida Hospital

Role: Administrative Direction

02 Florida Hospital Winter Garden Patient Experience



Patient Experience Pathway (image credit – Philips, WJH)

[illegible]

Ultimate Hospital – Esa, architect (image credit – ESa)

03 Arnold Palmer Hospital Campus Reinvention Planning

Project Data

Owner	Orlando Health
Design Firm	Perkins+Will
Completion Date	2009
Role of Nominee	Managing Principal
Project Area	750,000 sf
Project Cost	\$260 million
Location	Orlando FL

"I think we can do better than this for our kids." That phrase launched Arnold Palmer's philanthropic passion in the late-1980s around better care for children. Upon the occasion of his 80th birthday, and the 20th anniversary of the Arnold Palmer Medical Center, the hospital leadership chose to mark the milestone with a **compelling vision for the future of the medical center**, and they turned to Bill Hercules to develop this. This un-built work **contemplates the future of pediatric care over the next 20-years**.

Drawing upon his **national leadership of healthcare design** as well as his **keen understanding of the implications of current research**, Bill assembled and led a team that envisioned Intervention Suites full of **real-time and predictive health data** based on advanced computer physiological modeling; a hospital that seamlessly **integrates acute care services, education and wellness research** into the process of healing; a building that restores the natural environment by **producing more energy and potable water than it consumes**, and Patient Rooms that reflect each child's imagination with their control over colors and textures, reflecting the diverse mosaic of all pediatric patients' personalities and kinetically composing the colors and textures of the building skin.

Within two years of these proposals, another pediatric hospital – the **new nationally-acclaimed Nemours Children's Hospital** – **borrowed some of these experiential ideas** in their re-definition of pediatric patient rooms.



Declaration of Responsibility

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Project under direction of nominee

Karl Hodges, FACHE, Vice President, Orlando Health

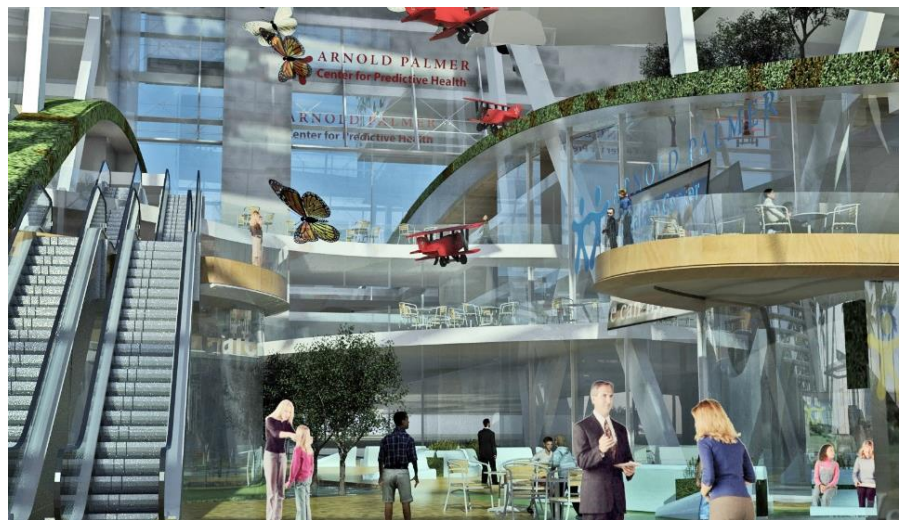
Role: Administrative Direction

03 Arnold Palmer Hospital Campus Reinvention Planning



"When I saw the video of the future of Arnold Palmer Medical Center at Arnold's birthday celebration, and contemplated the next 20 years caring for these kids, I cried!"

- Kathy Swanson, President,
Arnold Palmer Medical Center



Nemours Children's
Hospital, Orlando FL
borrowing patient
room concept –
Stanley Beaman
Sears, architect
(image credit – SBS)



04 Dr. P. Phillips Hospital Bed Tower Expansion

Project Data

Owner	Orlando Health
Firm of Record	HKS
Design Firm	HKS
Completion Date	2009
Role of Nominee	Sr. Project Manager
Project Area	405,000 sf
Project Cost	\$130 million
Location	Orlando FL
Award	Building of America Award - 2010

“Bill’s integrity, credibility and professional capabilities led us through a maze of complex regulatory challenges which allowed us to achieve the timely and cost effective approvals we needed during the preconstruction phase of our bed tower expansion.”

- Mark Schaefer, ACHE, Former COO

Applying current **evidence-informed design principles** supporting better patient care, **Bill assembled and led the team of this major expansion**. A new innovation for this project was the **Interventional Platform**, where the public face of all diagnostic and treatment interfaces are common and the interventional spaces – surgical suites, cardiac catheterization, imaging, etc. are also placed adjacent to one another backstage. The **result is a seamless experience from a patient standpoint**, and a **more efficient use of high-cost equipment “behind the curtain”**. Until this project, almost all hospitals had treatment-specific destinations based in silos of care and leading to patient confusion; neither supporting best patient practice research.

This project was an early adopter of this planning and LEAN operating approach, which was the product of intense collaboration with administrators and operational consultants. As a direct result of Bill’s efforts, the hospital saw **greater patient experience improvement**, and **remarkable financial performance increases**, achieving the highest revenue per case in the seven campus system.



Declaration of Responsibility

I have personal knowledge of the nominee’s responsibility for the project listed above. That responsibility included:

Project under direction of nominee

Shannon Elswick, FACHE, retired Exec. Vice President, Orlando Health

Role: Administrative Direction

Fellowship Submittal | **William J. Hercules, AIA, FACHA, ACHE, LEED AP**

04 Dr. P. Phillips Hospital Bed Tower Expansion



05 Florida Hospital East Orlando Bed Tower Expansion

Project Data

Owner	Florida Hospital / AHS
Firm of Record	HKS
Design Firm	HKS
Completion Date	2008
Role of Nominee	Sr. Project Manager
Project Area	230,000 sf
Project Cost	\$56 million
Location	Orlando FL
Award	Construction Owners Association of America Gold Award - 2008

“Bill’s communication and organizational skills were impeccable, which was paramount in keeping our project on time and on budget.”

- Ed Noseworthy, Sr. VP, Florida Hospital

The Florida Hospital system had chosen to **simultaneously add 500 inpatient hospital beds across three campuses** as a response to an enormous regional population influx. In order to provide consistent system-wide results, the administrators agreed to an **innovative contrarian process** involving three separate campus design firms. **The Florida Hospital East Orlando expansion was first chronologically**, which demanded that Bill Hercules **exercise his national healthcare leadership not only his firm’s project, but also act as an advisor for the entire contrarian process**, which consisted of internationally recognized healthcare architects, environmental psychologists, hospitality designers, physicians, nurses, and administrators.

While each of the three campuses had unique qualities, the design goal of the expansion at Florida Hospital East Orlando was to **capture the spirit of life in Central Florida, particularly the ethnic diversity of East Orlando**. Bill led Florida Hospital executives through the design response which wraps the patient care activities and experiences in architectural forms which are **consistent with the system’s [CREATION Health](#) philosophy**, visually express the Design Drivers, and **rely heavily on recently developed evidence and experimentation** to fine-tune the results.

The operational and experiential results of **this first project had rippled into the other campuses immediately**, and their **evidence-based echoes resonate within larger projects on their other six campuses ten years later**. This innovative approach was featured by system executives at the 2005 Healthcare Design Conference.



Declaration of Responsibility

I have personal knowledge of the nominee's responsibility for the project listed above. That responsibility included:

Project under direction of nominee

Fernando G. Braff, former Director, Florida Hospital Administration

Role: Administrative Liaison

05 Florida Hospital East Orlando



06 St. Joseph's Hospital Center for Advanced Medicine

Project Data

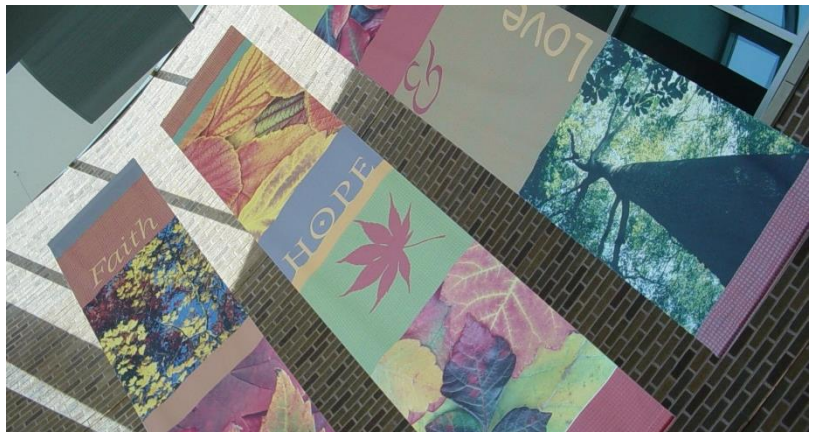
Owner	OSF Healthcare
Firm of Record	Christner, Inc.
Design Firm	Christner, Inc.
Completion Date	2002
Role of Nominee	Project Manager
Project Area	85,000 sf
Project Cost	\$25 million
Location	Bloomington IL

"After 12 years, we continue to utilize the universal room concept, and as patients improve we do not move them. The experiment worked!"

- Deb Smith, VP, Chief Nursing Officer

Until the end of the 20th century, patient care was predominantly designed around the convenience of the medical staff. Within its new Center for Advanced Medicine, the hospital administrators and **project design team led by Bill Hercules boldly stepped into patient-centered design**. A new model of nursing care was emerging, which this project pioneered.

The Universal patient room allows the patient to remain in one place during the hospital stay, and the various care teams adjust their relative nursing intensity around the patient's needs – from intensive care to regular inpatient care. **This nexus of nursing and architecture was supported by evidence that Bill researched, resulting in better patient outcomes, and increases staff efficiency**, as compared to the remainder of the existing hospital. The team developed a **solution that was more cost-effective and arguably more patient-centric**. As a result of those design choices, the **Center for Advanced Medicine became a tour destination** for subsequent planning teams in their quest for better patient-focused care, and **remains an exemplar for Universal room design**.



Declaration of Responsibility

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Project under direction of nominee

Valmik Thakore, former Sr. Associate, Christner, Inc.

Role: Senior Planner

06 St. Joseph's Hospital Center for Advanced Medicine



07 Christian Hospital Northeast Surgery Expansion

Project Data

Owner	BJC HealthCare
Firm of Record	Christner, Inc.
Design Firm	Christner, Inc.
Completion Date	1996
Role of Nominee	Project Manager
Project Area	55,000 sf
Project Cost	\$16 million
Location	St. Louis MO

In the 1990s, hospital-based surgery business was challenged by **free-standing surgeon-owned businesses, who offered more convenience**, but with limited types of surgery. Christian Hospital Northeast administrators chose to **adjust their business model to address patient experiences with better performance** and the added backup of a large community general hospital.

Bill Hercules and his team led the hospital administrators through design decisions which prioritized the means by which this patient-friendliness addressed better patient care. A key element of the architecture was to provide **individual pre- and post- surgical treatment rooms for each patient**, but at higher construction cost. This marked a departure from traditional curtained waiting bays in a large impersonal common space. The public entry took the form of a lantern – a beacon of hope in the daylight and during early morning and twilight hours.

These **pioneering patient care ideas were 15 years ahead of their time**, as recently reconfirmed by the former Director of Surgical Services, and were **based on emerging evidence at the time**, which suggested reduced stress for patients and families had a **cascade effect for post-surgical recovery and outcomes**. The hospital discovered that the increased expense **actually did result in better overall patient satisfaction**, endeared many surgeons to the hospital, **resulting in more surgical case revenue**, and **offsetting the slightly higher construction cost**.



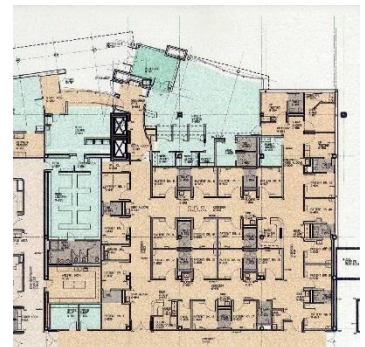
Declaration of Responsibility

I have personal knowledge of the nominee's responsibility for the project listed above. That responsibility included:

Project under direction of nominee

Gregory C. Mohler, Vice President Planning, Design and Construction,
BJC HealthCare Role: Administrative Direction

07 Christian Hospital Northeast Surgery Expansion



08 National ACHA Legacy Project Award Program

Program Data

Organization	American College of Healthcare Architects
Program Dates	2013-14, 2014-15
Role of Nominee	National Award Program Leader

“The much acclaimed Legacy Award program would not have been possible without Bill Hercules’ inspiration for the award and his creative leadership of its inaugural implementation”

- Philip Tobey, FAIA, FACHA, Juror

National Design Expert Jury



David Allison, FAIA, FACHA
Professor, Director of Grad. Studies
Clemson University
Clemson, South Carolina



William Chilton, FAIA, RIBA
Design Principal
Pickard Chilton
New Haven, Connecticut



D. Kirk Hamilton, FAIA, FACHA
Former Practitioner, Professor
Texas A&M University
College Station, Texas



Blair Sadler, J.D., FACHE
Senior Fellow
Institute for Healthcare Improvement
La Jolla, California



Philip E. Tobey, FAIA, FACHA
Design Principal
SmithGroup JRR
Washington D.C.

Because of **his passion for advanced education**, and the dissemination of learning from international iconic healthcare projects, Bill Hercules was entrusted by the national American College of Healthcare Architects (ACHA) Board of Regents to **develop, inaugurate, and administer its first project-based national award program** recognizing healthcare architecture that has and continues to demonstrate superior planning and design excellence over an extended period of time and sustaining enduring significance. The ACHA views this award as the highest possible honor for a project – **a healthcare architecture analog to the AIA’s Twenty-Five Year Award**.

Bill developed and led the team of national healthcare design luminaries that recruited a **jury of international reputation** to judge the projects against a discrete set of criteria developed by the team. Bill also administered the award, including the development of the public communication strategy. In its inaugural year, the jury awarded two projects – **Dartmouth Hitchcock Medical Center** by Shepley Bullfinch and **Griffin Hospital** by S/L/A/M Collaborative.

The **ACHA Board extended Bill’s role** into the second award cycle, a **testament to his standards of excellence and wide-reaching effects to elevate the durable qualities of excellent healthcare architecture**. On behalf of the ACHA Board, Bill chaired the public announcement in the **main session plenary focused on this award** as part of the **national 2014 ASHE Planning Design and Construction Conference**, which was attended by more than 3,500 stakeholders in healthcare planning, design, and hospital system administrators. The award and its story were celebrated by several print and digital media - *Architect*, *Hospitals and Health Networks*, *Healthcare Design*, *Health Facilities Management*, and the video presentation is accessible on the ACHA [website](#).

Declaration of Responsibility

I have personal knowledge of the nominee’s responsibility for the program listed above. That responsibility included:

Program under direction of nominee

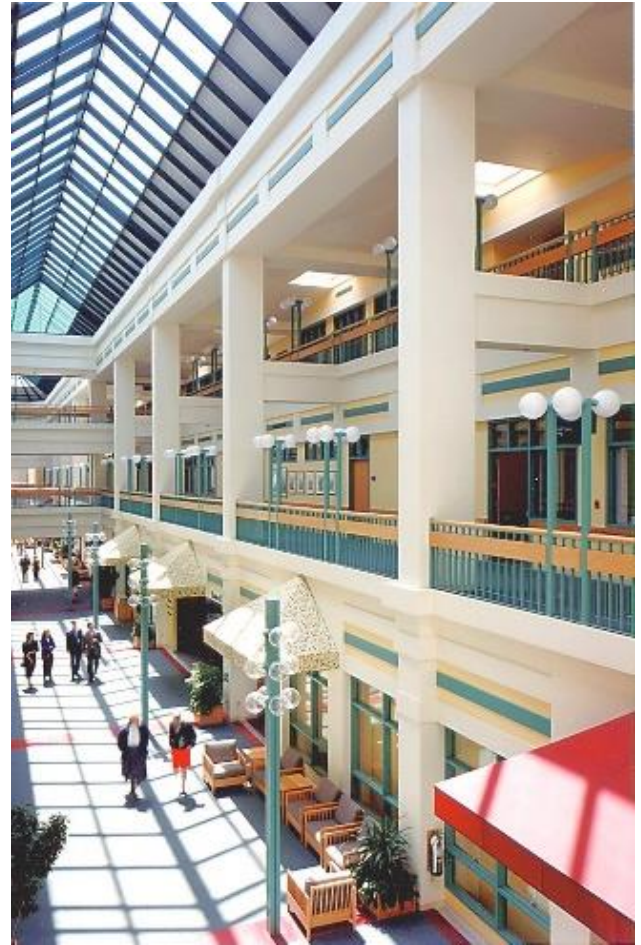


LEGACY
PROJECT
AWARD

David Allison, FAIA, FACHA, Distinguished Professor and Director of Graduate Studies in Architecture + Health, Clemson University

Role: Committee Member and Juror

08 National ACHA Legacy Project Award Program



Griffin Hospital, Derby CT – SLAM Collaborative, architect
(image credit – SLAM)

Dartmouth Hitchcock Medical Center, New Lebanon NH –
Shepley Bulfinch, architect (image credit – SBRA)



Presenters, Jury Representatives, and Awardees (image credit – ACHA)

09 Florida People's Choice International Architectural Award Program

Program Data

Organization **Florida Foundation for Architecture**
 Program Date **2014**
 Role of Nominee **FFA President**

"It was a fantastic idea to have this competition. It got people voting and noticing architecture."

- Hays Layerd, AIA, Competition Winner

"Each of the nominated buildings has had and continues to have a positive impact on its community and the people it serves."

- Nathan Butler, AIA Florida President

The purpose of the Florida Foundation for Architecture is to advocate the value of architecture beyond the profession. Upon his ascendancy into the Presidency, Bill began to **re-focus and activate the 24 year old Foundation into an organization that fulfills its mission** by creating value worthy of investment by the public. At the end of 2013, under his leadership, the Board of Trustees developed the Florida People's Choice Award.

Seeding the voting with recent AIA Florida Design Award submittals from all Florida-based AIA components, **the award program simultaneously recognized excellent architecture in a very public venue as well as demonstrated public favor** by actively engaging them in conversations about the architecture that matters to them.

More than **800,000 votes** were cast over 4 weeks through the Foundation website and social media **from ten countries on five continents and 46 states**. This international program was also featured in more than twenty publications and media outlets including the **Associated Press** and **Bloomberg Business Weekly**. In perspective, the number of public voting participants is approximately 1 for every 24 Florida residents, and more than 220 times the number of AIA Florida members.

Beyond instigating public sound-bites about architecture, **Bill's leadership produced an encore – Open Door**, a program of owner-directed public tours of many of the candidate projects, which energized the building owners and **sustained the public enthusiasm about architecture** from the People's Choice awards.



Smokey Hollow Commemoration at Cascades Park, Tallahassee FL, Lewis+Whitlock, architect (image credit – Lewis+Whitlock)



Normandy Isles Walgreens, Miami Beach FL, Demandt Architecture (image credit – Demandt)

Declaration of Responsibility

I have personal knowledge of the nominee's responsibility for the program listed above. That responsibility included:

Program under direction of nominee

Nathan R. Butler, AIA, LEED AP, President AIA Florida

Role: Florida Foundation for Architecture Trustee / AIA Florida President

09 Florida People's Choice International Architectural Award Program



World-wide participation from Canada, Egypt, England, France, Germany, India, Peru, Switzerland, U.A.E., & the U.S.



*William R. Hough Hall at University of Florida in Gainesville.
Rowe Architects (image credit – Rowe)*



*Archbold Biological Station Learning Center, Venus FL,
Parker/Mudgett/Smith Architects, Inc. (image credit – P/M/S)*



FFA Executives and Top Florida People's Choice Winner



*FSU Softball Indoor Batting Facility, Tallahassee FL, Lewis +
Whitlock (image credit – Lewis+Whitlock)*



01 **Joseph G. Sprague, FAIA, FACHA, FHFI**

Principal, HKS Architects
350 N. St Paul Street, Suite 100, Dallas, Texas 75201

Relationship: ACHA Fellowship Sponsor; Former Colleague, HKS; 2011 President ACHA



02 **Peter L. Bardwell, FAIA, FACHA**

President, BARDWELL+associates
2703 East Broad Street, Columbus, OH 43209

Relationship: 2008 President, AIA AAH, 2013 ACHA President



03 **Robin G. Guenther, FAIA, LEED AP, EDAC**

Principal, Perkins+Will; Author; Senior Advisor, Health Care Without Harm
215 Park Avenue South, 4th Floor, New York, NY 10003

Relationship: Former Colleague, Perkins+Will



04 **Des D. Cummings Jr., PhD**

Executive Vice President, Florida Hospital; Author
2400 Bedford Road, Orlando, Florida 32803

Relationship: Healthcare Client



05 **Frank M. Bosworth, PhD, AIA**

Assistant Director, Program Director, University of Florida
500 West Livingston Street, Orlando, Florida 32801

Relationship: Academic Colleague, University of Florida



06 **Wilbur H. Tusler, FAIA, FACHA Emeritus**

Retired President, SMP / SmithGroup
222 Broadway #1404, Oakland, California 94607

Relationship: 2012 President, ACHA



07 **John P. Ehrig, FAIA, LEED AP**

Vice President, HHCP Architects
120 North Orange Avenue, Orlando, Florida 32801

Relationship: 2007-09 Florida Foundation for Architecture; AIA-Orlando



08 **Timothy S. Burrill, MBA**

Vice President Support Services, Florida Hospital
1919 N. Orange Avenue, Suite D, Orlando, FL 32804

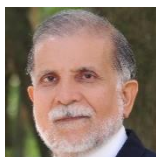
Relationship: Healthcare Client



09 **P. Shannon Elswick, M.S., FACHE**

Sr. Vice President, LeadingAge Healthcare; Former President Orlando Health
13714 Via Roma Circle, Clermont, Florida 34714

Relationship: Healthcare Client



10 **Valmik M. Thakore, AIA**

Director of Healthcare Architecture, Bates & Associates
225 South Meramec, Suite 400, Clayton, Missouri 63105

Relationship: Former Colleague, Christner



