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ST★R Report

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RAISING THE BENCHMARK: GHA Healthcare Accreditation Teams Up With GBAC to Redefine Wellness and Safety Standards

In 2021, Global Healthcare Accreditation (GHA) and GBAC launched a joint effort to support hotels seeking formal accreditation for their cleaning programs, as well as guest safety and satisfaction for medical and wellness travelers. Renée-Marie Stephano, interim Chief Executive Officer, GHA, shares insights on what makes this unique, and how it is assisting hotels in building trust with their clients with *The Medical Tourism Magazine*.

"In the context of health care, GHA's principal objective is to help health care providers enhance patient experience and safety across the entire medical travel care continuum. This includes mitigating risks and vulnerabilities for patients, not only in the health care environment, but also during travel and the hotel stay. WellHotel® Accreditation aligns perfectly with this mission. It is an innovative new program designed for hotels, leveraging the increased priority of individuals for their health and well-being that evolved during the pandemic.

COVID-19, with its dramatic and lasting impact on organizations across the globe inspired GHA to evolve its services to better meet the needs of

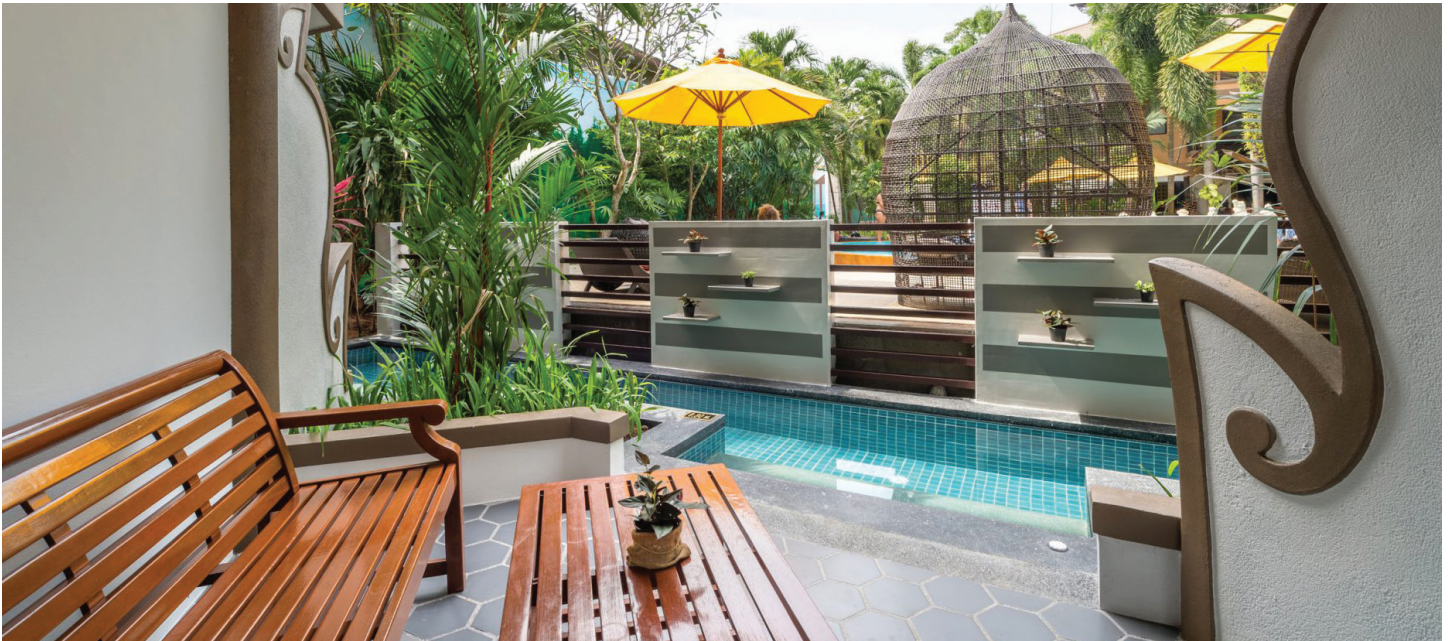
organizations for safety, health and well-being as they navigated a rapidly evolving landscape to a 'new normal.' No longer is health care the sole industry seeking to keep its staff and patients safe; hospitality, wellness professionals, and employers alike have seen a clear mandate to facilitate their employee's safety and overall well-being.

FOCUSED ON MEETING NEEDS

A 2020 survey by PwC revealed that the presence of safety protocols and third-party certified sanitation reviews offered customers a sense of security and trust in a brand or destination. The survey noted that 85% of respondents say their hotel choices were hinged on these metrics.



The Medical Tourism Magazine, known as the “voice” of the medical tourism industry, provides members and key industry experts with the opportunity to share important developments, initiatives, themes, topics and trends that make the medical tourism industry the booming market it is today.



With this trend in mind, GHA launched the WellHotel for Medical Travel and WellHotel for Well-being accreditation programs. The WellHotel for Medical Travel Accreditation focuses on the guest experience and unique needs of medical travelers as they recuperate after a procedure or treatment, while the WellHotel for Well-being focuses on meeting the needs of wellness tourists, many of whom expect and prefer a holistic set of well-being services that address their mental, emotional, social and spiritual health. Both WellHotel programs build resiliency and mitigate against future risks to safety and health.

GBAC is the cleaning industry's leader in outbreak prevention, response, recovery and resiliency. With the advent of the pandemic, we felt its expertise and focus on cleaning, sanitation and infection prevention would align well with GHA WellHotel's focus on guest safety and experience for medical and wellness travelers — a powerful one-two punch for hotels

seeking to build guest trust with these growing niche markets. It was really a 'no-brainer.' By aligning our programs with one another, we're able to offer hotels a comprehensive approach to accreditation and give both medical and wellness travelers greater peace of mind that these properties are safe and focused on their unique needs.

A KEY BENEFIT FOR HOTELS AND GUESTS

Few industries have been hit harder than hospitality over the past two years. Travel restrictions and travelers' concerns about their safety have caused severe economic hardships for many hotels. According to the United Nations World Tourism Organization, tourist arrivals dropped by nearly 75 percent at the pandemic's peak in 2020. Fortunately, the situation is improving as global vaccination rates increase and the pandemic wanes in many parts of the world. GBAC STAR/GHA WellHotel accreditation builds trust, confidence, and comfort for medical travel and

wellness guests through an external third-party review and trusted GBAC STAR/GHA WellHotel seal.

There are a number of programs and guidelines that have been launched during the pandemic to address COVID-19 safety concerns for hotel guests, including screening, social distancing, contactless check-in, etc. GBAC STAR/GHA WellHotel Accreditation addresses these concerns, but goes beyond that to ensure work practices, procedures and systems are in place to prepare for, respond to, recover from and be resilient in all types of situations — current and future — that involve biohazardous materials.

Additionally, the accreditation is unique in that it assists hotels serving guests who travel for medical treatments or for wellness, to provide a safe and high-quality guest experience focused on the unique needs and expectations of these growing niche markets. This undoubtedly provides an opportunity for hotels to increase RevPAR.” ★



ISSA Awarded OSHA Grant For Workplace Safety and Health Training on Infectious Diseases

ISSA is one of 14 nonprofits nationwide to receive a grant from the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) for workplace safety and health training on infectious diseases, including COVID-19. Nearly \$2 million in grants were awarded in September by OSHA to these nonprofits to fund education and training programs that help workers and employers recognize infectious disease hazards — including coronavirus — and identify preventive measures for a safe workplace.

ISSA has been awarded \$158,957 to be used to provide infection-prevention training to frontline workers in the cleaning industry. This includes cleaners, environmental service workers, custodians, restorers, remediators and limited-English-proficiency workers who are linked to ISSA-member companies. GBAC, a division of ISSA, will play a key role in the training.

"Frontline cleaners play a critical role in protecting human health by preventing transmission of an ever-growing array of harmful and, in some cases, deadly infectious diseases," John Barrett, ISSA Executive Director, said. "We are honored to be able to enhance and expand, through this grant, ISSA's expert infection-prevention training to more frontline workers in the cleaning industry."

The association plans to use guidance and materials developed by OSHA, the U.S. Centers for Disease Control and Prevention's National Institute for Occupational Safety and Health and ISSA, including a facilitator guidebook, student handbook and workshop presentation. Training will be conducted in English, Spanish, Polish, French, German, Portuguese, Italian and Haitian Creole.

"This training will help ensure small businesses and vulnerable workers in high-hazard industries are as prepared as possible in today's ever-changing health landscape," Dr. Gavin Macgregor-Skinner, Senior Director, GBAC, said. "This grant helps bring critical cleaning for health skills to frontline workers across the U.S., one of GBAC's and ISSA's most important ambitions." Macgregor-Skinner will serve as project director and master trainer for the OSHA grant.

Funded by the American Rescue Plan Act of 2021, the OSHA grants derive from the Susan Harwood Workplace Safety and Health Training program. The program's namesake was a former director of OSHA's Office of Risk Assessment. In her 17 years with OSHA, the late Dr. Harwood helped develop federal standards to protect workers from bloodborne pathogens, cotton dust, benzene, formaldehyde, asbestos and lead in construction.

For a full list of recipients, visit <https://www.osha.gov/news/newsreleases/national/09082022>. ★

GBAC Validation and Auditing Technology Guide and Directory

GBAC is proud to launch the GBAC Validation and Auditing Technology Resource Guide and Directory. This free digital resource, another valuable component of membership in the GBAC STAR Family, will be available in the coming weeks. Auditing and validation provides a framework to ensure an organization's key performance indicators, standard operating procedures and infection-prevention procedures are operating efficiently and delivering effective results. A variety of auditing technologies and programs are covered in the Validation Resource Guide and Directory that can assist in an organization's cleaning, auditing and performance-verification program. This resource guide provides tools that result in trackable metrics to assess gaps and improve the health and safety of the facility.

"It provides education and awareness on current and emerging validation and auditing technologies in the cleaning industry," said Hannah Wright, Analyst, GBAC. "Because of the pandemic, facilities are paying more attention to improving their cleaning and disinfection program, to clean for health, because we're focused on infection prevention and risk mitigation. These technologies in their environmental hygiene monitoring program will help provide continuous improvement to standard operational procedures, personnel performance and training opportunities. We've found that companies are investing in this technology, such as ATP, but are not using in the right way. This provides solid education on when it's appropriate, what the benefits are, and what the limitations are. This gives them a tool to reference when using those technologies, or perhaps considering investing in new technologies."

The GBAC Validation and Auditing Technology Resource Guide and Directory is designed for many stakeholders, but key segments would include property managers, facility directors, building operators, facility engineers, infection preventionists, environmental health and safety professionals and service providers.

The development of this extensive educational guide and directory took nearly a year complete, from conceptualizing the idea to composing the document. "I formed a GBAC working group called 'Defining Clean,' and its mission is to strategize education content on the industry's auditing and validation technologies," Wright said. "Members of this working group are experts in the field, such as research and development, hygienists or air quality experts who have reviewed this document and helped with development." Wright adds that 25 companies and individuals assisted with building the content or conducting the scientific review of it.

In addition to the guide, a directory will offer listings of approved companies

that offer these industry technologies. GBAC STAR Registered Technologies are highlighted with their own section in the directory. Several other Exclusive Participating Technologies are also listed in the pages. Every listing includes the product name, website and description of the product with an image.

The GBAC STAR Family will find immense value by calling upon the knowledge shared in the GBAC Validation and Auditing Technology Resource Guide and Directory by using these tools to their fullest advantage. "This will be a good reference guide if they are using these technologies or considering investing in these technologies," Wright said. "This will be a good point of reference."

Wright also points out that a workshop to review the GBAC Validation and Auditing Technology Resource Guide and Directory is set for summer 2023. More details will be available in the coming weeks. ★



Employing GBAC to Achieve Impactful ESG Outcomes

By Patty Olinger, Executive Director, GBAC

Corporations are embracing their Environmental, Social and Governance (ESG) dashboards, and GBAC STAR™ can help companies focus on achieving their priorities. These measurements are based on the United Nations' Sustainable Development Goals, which includes 17 action packages that, not only comprise the traditional green sustainability initiatives, but other goals, such as:

- Good health and well-being
- Clean water and sanitation
- Industry, Innovation and Infrastructure
- Sustainable cities and communities
- Responsible consumption and production.

GBAC STAR supports various corporate wellness programs by

assisting organizations in providing the needed framework to demonstrate to employees, guests, clients and communities that a facility cares and is working to deliver a healthy and safe environment.

The Power of GBAC STAR helps companies align their infection-prevention, cleaning and disinfection programs with science, while ensuring the ability to convene with confidence everywhere in their facilities. It also encourages health and building wellness while constructing trust and resilience. The tools GBAC has created to help businesses achieve ESG measurements are astounding.

GBAC STAR Facility Accreditation

Apply for the cleaning industry's only health and wellness accreditation for facilities.

- Successful GBAC STAR facilities and organizations demonstrate their commitment to cultivating healthy environments with science-based practices.

GBAC STAR Service Accreditation

Position your facility services business as a strategic partner in achieving social responsibility through science-based cleaning and wellness.

- GBAC STAR Service Accreditation validates that a cleaning company's practices help its customers meet environmental, health and social responsibility goals.

GBAC STAR Destination Designation

Demonstrate your community's commitment to health, wellness and resilience.

- The GBAC STAR Destination program empowers communities to foster a comprehensive strategy of health, wellness and resilience for visitors, employees and community members through GBAC STAR Facility or Service accreditation.

GBAC STAR Registered

Demonstrate to customers that your



Patricia (Patty) Olinger
Executive Director, GBAC

programs, product or technologies enhance facility health with the GBAC STAR Registered Seal.

- Successful GBAC STAR™ Registrations provide assurance to customers that the registered program, product or technology has been assessed by the GBAC Advisory Council Scientific Board for scientific validity, usability, practicality, safety and efficacy.

GBAC Academy

Training to enhance facility health and wellness.

- The GBAC Academy is an online learning platform available to professionals of all levels. Expert-led training resources will help you implement programs that promote facility health and wellness. Education and training provide continuous improvement opportunities to build health, wellness and resilience against future challenges.

It's important that businesses remember that they not only serve their communities, but must also take into high account the responsibility to protect those communities. This includes all stakeholders: employees, vendors, customers, investors and citizens. By partnering with GBAC and its GBAC STAR accreditation, facilities and organizations soundly demonstrate their commitment to cultivating healthy environments with science-based practices. ★

Where Do We Stand

GBAC STAR Facility Reaccreditation

GBAC STAR Family Reaccreditation is an annual process that builds on an initial accreditation, to ensure facilities continue to evolve, improve and advance with the performance-based GBAC STAR program of your time. elements. More than 4,000 facilities make up the GBAC STAR Family and many are in the process of reaccreditation, while others are working toward accreditation.

GBAC STAR Family

As of September 30, 2022

90.4% of facilities
committed to reaccreditation

1,376 facilities reaccredited

To learn more about this process, contact GBAC Sales at <https://gbac.issa.com/contact>.



ISSA Show North America

Crowds gathered at the 2022 ISSA Show North America earlier this week from October 10-13 at Chicago's McCormick Place Convention Center, a GBAC STAR-accredited facility. This exhibition and conference brought together executives and leaders from all segments of the commercial and residential cleaning industries.

2022 ISSA Show North America is the leading platform for manufacturers, distributors and facility service providers to connect, conduct business and share information. In addition to an expansive exhibit hall with more than 600 exhibitors, the show offered impressive learning opportunities where attendees had the opportunity to study

the latest trends from industry experts, discuss best practices with peers, and earn technical training and professional certification. More than 70 educational sessions, workshops, panels, training and certification courses were offered.

To learn more about the 2022 ISSA Show North America, visit <https://www.issashow.com/en/home.html>. ★

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“Partnering with Epistemix has been extremely valuable to the International Housewares Association as we develop policies that allow our industry to safely gather at The Inspired Home Show.

The intelligence, forecasting and expert analysis & direction allowed our board of directors to **make informed decisions** on how best to move forward during these unprecedented times.”

Derek Miller, CEO & President, IHA

GBACtv



How Wayne County Airport Authority (Detroit) Adopted GBAC STAR Facility Accreditation

In the latest edition of BioTalk, Angela Dominczyk, Process and Compliance Coordinator of Terminal Operations at Wayne County Airport Authority (DTW), discusses its work with the GBAC STAR accreditation. She describes how GBAC STAR Facility Accreditation helped DTW to improve cleaning and disinfecting processes and to empower staff to do their work better and more efficiently. With two terminals when combined equal nearly 1.4 million square feet of public space, DTW needed a program to ensure a cleaner and healthier environment. Dominczyk says it's a good feeling knowing you are prepared and that GBAC star will help you get there.

BioTalk is a production of GBACtv, a webcast series produced by ISSA Media and the Global Biorisk Advisory Council™ (GBAC), a Division of ISSA, and hosted by Jeff Cross, ISSA Media Director. All

episodes of BioTalk are available at <https://gbac.issa.com/media/gbactv>. The episode on "How Wayne County Airport Authority Adopted GBAC STAR Facility Accreditation" is available at <https://www.youtube.com/watch?v=YveLVCBbk98>.



Trusted Advisor Program

Over the years, individuals have naturally championed the benefits of GBAC STAR accreditation. They have experienced the positivity of achieving GBAC STAR for their own entities and wanted to share this with others inside and outside of their business world. Some service providers and manufacturers have even promoted to their clients that they can help them become GBAC STAR accredited because they already have the procedures in place. To fill that gap, GBAC is rolling out the certified GBAC STAR Trusted Advisor program.

In this episode of BioTalk, a GBACtv production, three GBAC experts explain the program, what it will do and how the industry will benefit from it. Watch this episode of GBACtv at <https://www.youtube.com/watch?v=paolL2lBo2al>. ★

Looking Ahead

GBAC STAR Accreditation Workshop

If you are working on your documentation for accreditation or reaccreditation, attending the free GBAC STAR Accreditation Workshop is a great investment.

This two-day digital briefing reviews the accreditation process and takes a deep dive into the 20 program elements required for accreditation. It is interactive with GBAC staff at the ready to answer your questions. The goal is to prepare you for the task of gathering documents for accreditation. Come with your materials ready to work through the elements.

This virtual workshop is open to the first 100 registrants, and GBAC STAR registrations are verified. Please make sure you have applied for GBAC STAR Accreditation prior to attending.

Details will be released soon on the next GBAC STAR Accreditation Workshop. ★

STRAIGHT TALK!

The Critical Nature of a Hyper-Focused Approach to Cleaning

Randy Burke is the founder and CEO of DCS Global, an international custodial advisory company. In this episode of Straight Talk!, he describes the industry that has increased frequency of cleaning and the need to validate everything cleaning professionals do for their facilities. He also describes the value of GBAC STAR accreditation and how it can help facilities keep a hyper-focused view on their cleaning and disinfecting goals. Watch this edition of Straight Talk! at https://www.youtube.com/watch?v=KRT_nfAXk44. ★



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gbac.issa.com

gbacstar@issa.com

1-800-225-4772 (North America)

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