

PURPOSEFUL 2025
AUGUST 22

**ATTENTION, PREVENTION,
INTERVENTION –**
LINKING THE MODALITIES OF
BEHAVIORAL HEALTH CARE



AIA Los Angeles

EVENT DETAILS

When:

Friday, August 22, 2025
8:00 am – 3:00 pm PDT

Where:

AIA|LA Center for Communities
4450 West Adams Blvd.
Los Angeles, CA 90016

Learning Objectives:

- **Integrate Attention, Prevention, and Intervention**

Identify how unified design approaches can reduce stigma, improve outcomes, and support community wellness.

- **Connect Care Modalities**

Explore spatial and operational strategies that strengthen transitions between fragmented services, promoting accessibility, equity, and patient dignity.

- **Support Social Determinants of Health**

Evaluate how design can enhance family involvement, social connection, and community integration within behavioral health settings.

- **Design for Urgency, Resilience, and Adaptability**

Investigate innovative models that move beyond outdated facilities to support safe, flexible, and integrated behavioral health care.



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Architecture in Healthcare
Committee



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AIA Los Angeles

Emcee



Nick Mason

Senior Marketing Coordinator & Associate,
Perkins+Will

Panelists



Anosha Zanjani

Architectural Designer, Researcher, & Founder
and Principal + Behavioral Health Consultant
at Mindful Insights Consulting



Brian Burnham Jones

CEO, BHSME, LLC & Behavioral Health
Real Estate Development Leader



Luke Bergmann, PhD, MSW

Principal
Health Management Associates



Dr. Melissa Steach, Ph.D.

Industrial-Organizational Psychologist &
Behavioral Health Design Strategist &
U.S. Regional Engagement Manager
Pineapple Contracts



Rosie Zoll

Director of Facilities & Planning
Be Well OC



James E. Rosser, LCSW, CMT-P

Chief of Clinical Operations, Department of Psychiatry,
David Geffen School of Medicine at UCLA,
Director of Outpatient Programs & Administrative Director,
ECT Service, Resnick Neuropsychiatric Hospital at UCLA



David Hunt

Architect, CannonDesign
Healthcare Market Leader



Alison Birnie,

DNP, MSHCM, NE-BC
Associate Chief Nursing Officer
Martin Luther King Community Hospital



Darci Hernandez, AIA

Principal
Boulder Associates



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AGENDA

8:25 AM

Welcome & Program Overview

Kevin Staten, AIA - Medical Planner, CO-Architects
Past Chair, Architecture in Healthcare Committee

Bjorn Schrader, Intl. Assoc. AIA - Abramson Architects
Architecture in Healthcare Committee

8:35 AM

Introduction of 2025 Purposeful Emcee

Nick Mason - Senior Marketing Coordinator & Associate, Perkins+Will

8:40 AM

Introduction of Purposeful Committee Co-Organizer

Gary Goldberg, AIA - Founder, G Goldberg AIA

8:45 AM

Panelist Introduction - [See Prior Speaker Card for Speaker Info](#)

9:00 AM

- Panel Discussion on Behavioral Health
- Logistics of the Design Charette

10:00 AM

- Design Charette begins
- Facilitator reviews the data and geography with the team
- Teams develop their solutions as panelists circle to each table

12:00 PM

Lunch Served - Charette Continues....

12:55 PM

- Charette Wrap Up and Project Pin-Up
- Panelists and attendees study the final work of the teams

1:35 PM

Project Pin-Up completes

1:45 PM

Moderated free commentary w/panelists

2:50 PM

Closing Remarks

[Architecture in Healthcare Committee](#)

3:00 PM

Networking, Socializing, and Formal Discussion



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ORGANIZERS

A special thanks to the following for helping to organize this event!

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Gary Goldberg, AIA - Principal, G Goldberg AIA

Jacky Yung, AIA - Senior VP, CannonDesign

Bjorn Schrader, Intl. Assoc. AIA - Partner, Abramson Architects

Gary Vilinsky - Manager, Tangram

Kassie Hammerschmidt - Senior Designer, Abramson Architects

Salwa Osman, Assoc. AIA - VP & Los Angeles Studio Lead, WSP

Tina Giorgadze, Assoc. AIA - Principal, Perkins+Will

Brandon Guzman, AIA - Principal, HDR

Ken Downing, AIA - Associate Consultant, Light Build Design

Kevin Staten, AIA - Medical Planner, CO Architects



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AIA LOS ANGELES STAFF

Carlo Caccavale, Hon. AIA|LA - Executive Director

Will Wright, Hon. AIA|LA - Director, Government & Public Affairs

Steve Tanner, Hon. AIA|LA - Membership Director

Marc Romeo - Director, Events & Programs

Erika Pendergraft - Events Coordinator

Jack Turner - Office Manager



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