



The Human Side of Health Care

ASHHRA holds strategic events and programs throughout the year and are looking for partners to support us in the delivery of the service. The projected outcomes of the partnerships are to increase revenue for ASHRA and build brand exposure for our partners.

2011 SPONSORSHIP PROSPECTUS

A summary of the sponsorship options are highlighted below and the detail of each are on the pages that follow.

Sponsorship Options	Page
Thought Leader Forum A CEO roundtable discussion about best practices on hot topics in health care HR	2
Board Dinners Intimate networking events with the ASHRA Board of Directors to build rapport and establish new relationships	3
Workforce Planning Grant A research project that will provide the health care HR professional with a variety to tools, resources, and best practices for addressing workforce challenges in hospitals.	4
Online Learning New in 2011, an online learning platform enriched with courses and seminars that allow health care HR practitioners to raise their knowledge and expertise in leadership, human resources, and personal growth	5
Sponsorship Agreement Form	6

Contact Information

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Thought Leader Forums, a series under the direction of the ASHHRA Think Tank, provide a vehicle for ASHHRA to garner the most vital health care issues and trends to help members become well-equipped to successfully lead their organizations into the future.

ASHHRA has held four very successful Thought Leader Forums since 2008. Each has a transcript and summary of findings.

Thought Leader Forum I: "Quality & Patient Safety" – July 2008



Thought Leader Forum II: "Workforce Issues" – Oct. 2008



Thought Leader Forum III: "Efficiency & Effectiveness" – July 2009



Thought Leader Forum IV "Professional Intimidation" – July 2010

Thought Leader Forum – 2011

Sponsorship Definition

A select group of thought leaders, AHA member CEOs, and other health care workforce experts, have been invited to participate in a two-hour session to discuss this year's topic, "Health Reform Engagement – Challenges & Solutions." This forum will help to gather best practices on the challenges faced by health care HR professionals when implementing this law in their facilities. Results of the session will be compiled in a summary of findings and shared with the health care enterprise, as well as all AHA-member CEOs and attendees.

Sponsorship Commitment

Investment: \$25,000 (exclusive) or \$12,500 (co-sponsors)

Date: July 2011

Time: 11:30 a.m. – 1:30 p.m.

Location: AHA Leadership Summit, Manchester Grand Hyatt, San Diego, Calif.

No. of Forum Participants: 15 - 20

Profile of Participants: CHROs and CEOs who work in hospitals across the U.S.

Sponsorship Benefits

Five to seven minute speaking opportunity at the ASHHRA conference during the learning session on this topic
Opportunity to submit in advertorial (ad and article) on the topic in HR Pulse Magazine (exclusive sponsor only)
Opportunity to write white paper to include in ASHHRA Online Resources Library
Opportunity to provide promotional item for attendees displaying company information
Opportunity to be an observer at the session
Opportunity to write an article on the topic to include in the appendix of the Summary of Findings
Company logo on sponsorship signage in the room of the forum
Company logo on invitations and notices leading up to the event
Company logo on Summary of Findings documents
Company logo on ASHHRA website on TLF page
Brand exposure in front of ASHHRA member
Opportunity to facilitate a learning session at the ASHHRA annual conference in September

Board of Directors Dinners - 2011

Sponsorship Definition

Become acquainted with members of the ASHHRA Board of Directors in a relaxed atmosphere. Under the leadership of Robert Walters, SPHR, Corporate Director, HR Operations, Health First, Inc., you'll have the opportunity to hear about issues within member hospitals of which you might be able to assist. This is the ideal setting for you to build a rapport with health care HR executives from various hospitals, health systems, and non-hospital facilities across the country.

Investment: Up to \$4,000

Time: 6 – 9 p.m.

Location: To be determined by the sponsor

No. of Guests: 20 - 25

Profile of Guests: Sr. Directors, VPs, CHROs, and CEOs in hospitals and health care facilities outside of hospitals



Board Meeting Dates and Location:

March in Washington, D.C. | July in San Diego, Calif. | *Sept. 24 in Tampa, Fla.

Sponsorship Benefits:

- A five to seven minute speaking opportunity
- Opportunity to provide promotional item for attendees displaying company information
- Company logo on invitations and notices leading up to the event
- Company logo on meeting agenda
- Company logo on ASHHRA conference Web site 'sponsors page' as soon as the sponsorship is secured and will remain until the end of the conference
- Photo opportunity with the ASHHRA leadership to be placed on the Web site following the conference
- Company logo on PowerPoint presentations that might be used at the meeting (if applicable)
- Company logo on signage in the room of the dinner location (if applicable)

*Denotes conference dinner sponsorship

Health Care Workforce Planning Model – A Joint Venture with CAEL - 2011

Program Definition

The US health care system faces growing pressure to plan for future workforce needs while reducing costs and improving the quality of care. ASHHRA has been asked by its members to expand its range of tools and resources and provide guidance and best practices to assist member organizations in addressing this workforce challenge. The challenge is particularly daunting for small and mid-sized hospitals as well as health care organizations in rural areas that may not have the resources to develop their own models.

To carry out this work, ASHHRA will partner with CAEL (the Council for Adult and Experiential Learning), a nonprofit organization with extensive experience collaborating with health care organizations and educators to create and implement innovative learning strategies that prepare employees for changing roles and new opportunities.

ASHHRA and CAEL will carry out this work in a three step process:

1. Conduct a literature review to identify the best workforce models
2. Interview HR staff of ten institutions
3. Prepare a Workforce Planning Toolkit

Investment: \$15,000 to \$20,000

Date: June 2011 and ongoing

Target Audience: Available to more than 3400 ASHHRA members

Profile of Target Audience: Mid to senior level health care HR professionals who manage budgets in excess of \$100 MM, have a 200+ bed count, and work for hospitals and health systems

Sponsorship Benefits:

- Opportunity to write white papers to include in ASHHRA Online Resources Library
- Opportunity to provide input in the research study
- Opportunity to write a workforce article to be included in the appendix of the Workforce Toolkit
- Company logo on project related marketing materials
- Company logo on cover of toolkit
- Company logo on ASHHRA website sponsors page
- Brand exposure in front of ASHHRA member
- Opportunity to facilitate a learning session at the ASHHRA annual conference in September

Program Definition

The goal of the ASHHRA eLearning Network is to become the primary source for health care HR professionals to build the knowledge and expertise in their field. ASHHRA is committed to meeting the growth and development needs of members; and thus; the birth of this customized learning platform. The ASHHRA Online Learning Network provides comprehensive health care HR knowledge in a self-paced format and is designed for all health care HR career levels. It will

incorporate strategic education course offerings that align with the five competencies of the ASHHRA HR Leader Model, which include (Healthcare Business Knowledge, Personal Leadership, HR Delivery, People Strategies, and Community Citizenship) for health care HR leadership.



Sponsorship Opportunity

Your company can sponsor one or more of the course competencies that would afford you the opportunity to design and facilitate a session, become the expert on a HR hot topic, and prepare white papers and best practice documents for members to access on the ASHHRA website. Other opportunities for sponsor visibility are up for negotiation. Please contact ASHHRA for details.

Investment: \$3,000 - \$15,000

Profile of Guests: Sr. Directors, VPs, CHROs, and CEOs in hospitals and health care facilities outside of hospitals

Sponsorship Benefits:

- Company logo on marketing materials promoting the program
- Company logo on sponsored program pages of the learning platform
- Company logo on learning session materials
- Opportunity to facilitate a learning session within the platform
- Other benefits as defined by ASHHRA and the sponsor



2011 ASHHRA Sponsorship Agreement Form

To confirm your sponsorship, complete and return the form to the address below.
It is requested that invoices be paid within 30 days after receipt of agreement form.

Type of Sponsorship: _____

Sponsorship Amount: _____

Company Name: _____

Contact Name: _____

Contact Title: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

E-mail: _____ Web site: _____

Alternate Contact: _____

Telephone: _____ E-mail: _____

Authorized By: _____

Signature: _____

METHOD OF PAYMENT

Check order payable to: ASHHRA
(If mailing a check, also fax form to 312-422-4577)

Visa MasterCard
 AMEX Check Enclosed
 Bill Me

Credit Card #

Expiration Date \$ _____
Amount

Signature

HOW TO SUBMIT AGREEMENT

By Mail:

ASHHRA of the AHA
Attn: Sharon Allen, Marketing Director
P.O. Box 75315
Chicago, IL 60675-5315

By Fax:

312-422-3609