

Maximize Your American Hospital Association Associate Membership



**American Hospital
Association**

Your AHA Associate Membership is a strategic link to AHA's hospital and health system members. Associate members are able to forge beneficial business relationships with AHA's hospital and system members working together to advance the health of America's communities.

AHA Associate Membership offers valuable benefits:

- Access to "member's only" areas and articles on the AHA web site
- Discounted "member" pricing on AHA books, resources, and events
- Complimentary copies of the *AHA Guide* and *AHA Hospital Statistics*
- Access to a conference call series on critical health care topics led by senior AHA executives

"I really appreciate the legislative and regulatory updates provided to us as an Associate Member. AHA's timely and insightful treatment of developments on the Hill, at CMS and at the state level help us ensure that we fully understand the opportunities and challenges faced by our customers."

- Thomas J. Jeffers, Director
Government Affairs
Hill-Rom Company, Inc.

"Our hospital and health system clients expect us to understand the challenges and issues that are shaping their future, and they rely on us for insights and perspectives that will build a strategic advantage. Same-time access to the deep well of information and resources our clients receive from AHA enables us to stay current with their challenges, and provides us with a wealth of ideas for ways to better serve their needs."

- Larry Walker, President
The Walker Company

Plus – you can increase awareness of your company among AHA's nearly 5,000 hospital and health system members and receive:

- Prominent exposure with your logo and information on AHA's web site
- Recognition as a partner in shaping the future of health care
- Positioning as a valuable resource for AHA member hospitals

Upgrade to an Associate Advantage Membership which includes:

- Enhanced directory listing shared at AHA board and committee meetings
- Market insight briefings
- Key Issue briefings
- Information concierge services
- AHA staff support to develop a business plan

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Three Key Ways to Maximize Your AHA Associate Membership



**American Hospital
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Associate members who understand the complex and changing health care environment are better equipped to offer their clients insights and meaningful solutions. Associate Membership helps you:

1

Gain Access to Hospital and Health System Leaders

Attend AHA sponsored meetings at a member rate. You can participate with hospital and health system executives in both learning and social environments that foster conversation and connections.

2

Leverage AHA Resources for your Clients' Advantage

Your membership affords your entire organization access to all Associate Member resources. The insider information and contacts help your staff understand and serve your clients better.

3

Become a Trusted Source for Health Care Executives

Hospital and health system leaders have tough, demanding jobs. As an Associate Member, you can demonstrate your commitment as a trusted professional colleague helping hospitals and health systems adapt and succeed in these turbulent times.

Put the power of AHA Associate Membership
to work for your organization today.

Contact Tony Spohn at 312-422-2002 | tspohn@aha.org



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