

## Webinar Sponsorship Benefits

**Do you have a best practice or solution to offer ASHHRA members?**

**Consider hosting a webinar to share your expertise with the premier network of health care human resource professionals.**

Webinars are an effective way to grab the attention of ASHHRA (American Society for Healthcare Human Resources Administration) members by educating on best practices, effective solutions and quality resources to advance the health care human resource profession.

ASHHRA webinars typically run 60 minutes in length. These learning opportunities are promoted to the entire ASHHRA membership, non-members and other PMGs ([Personal Membership Groups](#)) within the AHA via:

- E-blasts to approximately 30,000 health care professionals
- ASHHRA website
- ASHHRA Online Store
- AHA Online Store
- Social Networking sites (Facebook, Twitter and LinkedIn)
- ASHHRA and Institute For Diversity e-Newsbrief
- ASHHRA e-News Briefs
- ASHHRA Insider
- Affiliated ASHHRA Chapters

### PRE WEBINAR

- Sponsor identifies a topic aligned with the educational schedule as well as provide the presenter(s) (Inclusion of at least one practitioner strongly preferred)
- ASHHRA will be responsible for the webinar logistics including marketing, registration, communication, production and facilitation
- Sponsor logo and link to sponsor's website included on all ASHHRA marketing materials
- Sponsor logo included on the webinar page of the ASHHRA website

### DURING WEBINAR

- Verbal recognition of sponsorship during the introduction and closing of the webinar
- Sponsor contact information provided to attendees at the end of presentation

### POST WEBINAR





- Logo with link to sponsor's website included on post webinar communication
- Sponsor may provide up to three questions to be included in post-webinar feedback survey
- Sponsor receives post-webinar survey feedback survey results

### ADDITIONAL SPONSORSHIP DETAILS

- Sponsored webinar will be offered as complimentary to ASHHRA members and a registration fee (to be determined by ASHHRA) will be charged for non-members
- The webinar will be recorded and used on other ASHHRA education platforms
- Content varies for each webinar based upon the education schedule and the most immediate educational needs
- Webinar content must fit with the ASHHRA educational calendar and be approved by ASHHRA, AHA and the learning and education committee
- Presentations delivered by an HR practitioner will yield greater attendance and is strongly recommended

The ASHHRA Member Feedback Survey indicated that **webinars are the most preferred method for learning** and the second most valuable member benefit.



 <p><b>Q1 Spring 2017</b>  <b>HR Delivery:</b> Although effective administration has always been the expected norm, HR Leaders are now required to raise their skills – in recruitment and selection, compensation and benefits, human resources development, employee and labor relations, regulations, compliance and more.</p>		
<b>Recall</b>	<b>Application</b>	<b>Analysis</b>
HR programs to reduce risk and manage costs  Due diligence for potential mergers and acquisitions  Workforce analytics (dashboards, benchmarking, HR metrics, predictive modeling, translating data to help make decisions)	Updating job descriptions  Metrics and analytics  Managing employee leave	Audits for health care employers  Recognition programs  ROI on leadership development programs
 <p><b>Q2 Summer 2017</b>  <b>Healthcare Business Knowledge:</b> Knowing the “business” side of health care requires that HR Leaders shape strategies through seasoned judgment and visionary insight.</p>		
<b>Recall</b>	<b>Application</b>	<b>Analysis</b>
Health care specific standards (CMS, TJC)  Culture of health and population health  Physician leadership basics	Quality improvement initiatives  Supporting the front line  Creating culturally competent care	Business of health care  Designing new and shifting roles of the future
 <p><b>Q3 Fall 2017</b>  <b>People Strategies:</b> When HR leads the way, employee recruitment, retention and satisfaction grow and business results improve. To ensure the alignment of business strategies with organizational culture,</p>		
<b>Recall</b>	<b>Application</b>	<b>Analysis</b>
Review policies around performance and desired competencies  Recruitment programs  Succession planning	Successful leadership development programs  Onboarding new physicians  Nurse recruitment and retention	Employee relations best practice  Reviewing your talent pipeline  High performing cultures
 <p><b>Q4 Winter 2017</b>  <b>Personal Leadership:</b> More than any other group, HR is better equipped to address issues of integrity such as ethics, honesty, accountability and business practices.</p>		
<b>Recall</b>	<b>Application</b>	<b>Analysis</b>
Leadership competencies  HR’s role in strategic planning	Coaching staff and executives  How to be a resource to senior leaders	Interview with the CHRO and CEO

For more information about the HR Leader Model, please visit: [http://www.ashhra.org/about/hr\\_leader.shtml](http://www.ashhra.org/about/hr_leader.shtml)



**Sponsor Commitment to ASHHRA**

- Webinar content to fit in within educational calendar and be approved by ASHHRA, AHA and learning and education committee
- Webinar content provided prior to at least **four weeks in advance** of scheduled webinar for suitable marketing time, continuing education requirements and facilitation of logistics
- Must be educational focused and a noncommercial presentation delivering a best practice, resource or solution
- \$5,000 for 60 minute webinar using ASHHRA webinar platform on Tuesday or Thursday at 12:00 p.m. CT.

**Other Provisions**

- Webinar will be copyrighted by ASHHRA; no license to the content is granted to the sponsor or host
- Webinars are an ASHHRA member benefit only (non-members are required to pay registration fee. Registration fees are determined by ASHHRA)
- As ASHHRA webinars are noncommercial forums, the direct promotion of products and services is prohibited
- The presenter/sponsor will refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual or group
- The sponsor/presenter is responsible for adhering to the timeline provided and the guidelines for submission outlined in this document
- Webinar will be canceled by ASHHRA if deemed necessary or due to lack of interest or participation.

**Please complete the following information**

\_\_\_\_\_  
Sponsoring Organization

\_\_\_\_\_  
Primary Contact

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

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City

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State

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Zip

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Phone

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Email

\_\_\_\_\_  
Presentation Topic

\_\_\_\_\_  
Preferred month

**METHOD OF PAYMENT (ASHHRA 319WBNSPON17)**

**Choose One:** Please send invoice or Check Enclosed\* (check payable to: ASHHRA 319WBNSPON17)

**Sponsorship Amount: \$5,000**

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**How to submit this form:**

\*If paying by check, please mail to ASHHRA, P.O. Box 75315, Chicago, IL 60675-5315  
For an invoice please fax to 312-422-4577 or email [ashhra@aha.org](mailto:ashhra@aha.org)

