



# The Membership Edge

The American Hospital Association's Associate Members are as diverse as the more than 6,000 hospitals and health care systems in the United States.

Whether your organization is a national, multi-office consulting firm, health care supplier, or trade association — or a local firm that works with community health care providers, the American Hospital Association can provide you with unique benefits to help your organization better understand — and provide services to — your hospital and health care system clients.

Membership in the American Hospital Association gives you *access and insights* that will support your organization's strategic planning, product development, and customer service.

## *Access ... and Insights ...*

- To the latest health care legislative and regulatory developments in Washington... with expert analysis of how they affect the nation's hospitals and the patients and communities they serve
- To the latest information on trends and developments in the health care field, through daily electronic communications, complemented by weekly and monthly publications
- To the AHA's website and its expanded portal, *HospitalConnect.com* — including full privileges for your staff to access the "Associate Members Only" section
- To the leadership of the nation's hospitals and health systems through corporate sponsorship opportunities at AHA events
- To AHA data products and services
- To an extensive catalog of AHA publications and educational programs
- To expert staff resources in the AHA's Resource Center

We invite you to join our membership... and strengthen your partnership with America's hospitals and their national association.





**American Hospital  
Association**

One North Franklin Street  
Chicago, IL 60606  
312-422-3000  
[www.aha.org](http://www.aha.org)

For additional information, please contact:

AHA Office of Member Relations  
312-422-2750





**American Hospital  
Association**

Associate Membership  
Associate *Advantage* Membership

*Your organization's partnership with  
America's Hospitals and Health Systems*



# About the American Hospital Association

**F**OUNDED IN 1898, the American Hospital Association is recognized as the national advocate for the nation's hospitals and the communities and patients they serve. The majority of the nation's hospitals are AHA members — benefiting from a strong national advocacy and policy agenda, coupled with leading-edge member services, effective partnerships with state, regional, and other national associations, and a commitment to member involvement. In addition, nearly 30,000 individuals are AHA members through affiliated personal membership groups.

The AHA maintains offices in Washington, DC, and Chicago. Affiliated organizations include Health Forum, AHA Financial Solutions, Inc., the Health Research and Educational Trust, the American Organization of Nurse Executives, and the Institute for Diversity in Health Management.

**OUR VISION:** A society of healthy communities, where all individuals reach their highest potential for health.

**OUR MISSION:** To advance the health of individuals and communities; AHA leads, represents, and serves hospitals, health systems, and other related organizations that are accountable to the community and committed to health improvement.

## About our Associate Members

Associate Membership is available to organizations that are interested in the vision, mission, and activities of the American Hospital Association, but which are not hospitals or health systems. Associate members include, but are not limited to:

ACCOUNTING FIRMS

ARCHITECTS

CONSULTANTS

FINANCIAL INSTITUTIONS

HEALTH CARE PROVIDER ORGANIZATIONS

(OTHER THAN HOSPITALS AND SYSTEMS)

INFORMATION SYSTEMS/TECHNOLOGY FIRMS

LAW FIRMS

MARKETING AND PUBLIC RELATIONS FIRMS

MANAGEMENT RECRUITERS

MANUFACTURERS AND SUPPLIERS

PHARMACEUTICAL COMPANIES

## International Hospitals and Organizations

The AHA welcomes the opportunity to collaborate with international hospitals and associations to share information on emerging trends and best practices in health care delivery. As associate members, international organizations receive AHA publications and have access to the AHA website and its wealth of health care delivery information and resources.

## Health Education Programs

Developing the workforce of the future is a goal the AHA and its members share. Associate Membership is available to degree-granting health education programs to help link the faculty to the AHA's resources and to the broad community of the nation's hospitals and health systems.

*Special membership rates apply.*





Recognizing that the needs and interests of an Associate Member vary according to the type of service the organization provides, the AHA offers two levels of membership to best meet your needs—[Associate Membership](#) and [Associate Advantage Membership](#).

## Associate Membership Benefits

Each AHA Associate Member receives the following benefits of membership. Please see the enclosed membership application for membership fees.

### Publications

- *Hospitals & Health Networks (H&HN)*, the monthly magazine for health care leaders.
- *AHA News*, the bi-weekly newspaper with analysis of Washington, DC, developments and health care news from around the country.
- *AHA News Now*, a daily electronic communication with late-breaking Washington developments and news stories to help you track health care delivery trends that affect your business and its customers.

### AHA Website Access

- Access to the AHA's website, [www.aha.org](http://www.aha.org), and its expanded portal, *HospitalConnect.com*, providing your staff with legislative and regulatory updates, advisories on key issues, and information that will help your organization better understand the challenges and issues facing hospitals. Associate Members have a special home page to facilitate access to AHA member benefits and resources.

### Resource Materials

- A complimentary copy of the *AHA Guide to the Health Care Field* is included with your membership, and additional copies are available at member pricing. Associate Members receive a special listing in this annual directory of U.S. hospitals, health systems and networks, alliances, and other health care providers.

- A complimentary copy of *Hospital Statistics*, the comprehensive reference source for analysis and comparison of hospital trends. Additional copies are available at special member rates.

### Membership Pricing

- Associate members receive member pricing on AHA and Health Forum books and resources available through the AHA On-Line Catalog. Associate Members may attend the AHA Annual Meeting at a special membership rate, and receive member pricing on AHA and Health Forum-sponsored educational programs. Special member pricing is provided on AHA products and services.

### Certificate of Membership

- Associate Members receive a Membership Certificate, demonstrating their organization's partnership with the nation's hospitals and the AHA.

## Associate Advantage Membership Benefits

In addition to the benefits of regular Associate membership, Associate Advantage members receive the following benefits and services as part of an enhanced membership package.

### Washington Insight Executive Briefing Calls

Associate Advantage members receive special invitations to participate in regularly scheduled conference calls with AHA senior executive staff and other health care policy analysts to get the latest insights on federal legislative and regulatory developments that affect the nation's hospitals and health systems.

### Key Issue Briefings

Advantage members have the opportunity to hear from AHA executive staff — and AHA to hear from you — on the latest developments on HIPAA, health care liability reform, workforce issues,

and other key issues that affect health care delivery.

### Market Insight Briefings

As part of your enhanced membership benefits, you receive special reports and analyses that affect hospital operations and which help shape health policy discussions. These include *TrendWatch*, a series of reports produced by the American Hospital Association and The Lewin Group that highlight the significant and emerging trends in the hospital and health care fields.

### "Meet with the Leaders Series"

Exclusive for Advantage members only, you have the opportunity to meet with hospital and health system leaders in a small, focus group setting to share ideas, discuss trends, and help your organization best position itself to meet the changing needs of hospitals and health systems.

### Information Concierge Service

As an Associate Advantage member, your organization has access to AHA's unique information concierge service. The concierge is your personal guide to data, information, and other resources available from the AHA to support your management, strategic planning, analytical, and research activities. Based in the AHA Resource Center, the information concierge service is the single resource that helps guide you through the complex world of health care information.

### Sponsorship Opportunities

Associate Advantage members have special opportunities for corporate sponsorship of events held in conjunction with the AHA Annual Meeting, the Health Forum Summit, and other selected programs and meetings.

# AHA ASSOCIATE MEMBERSHIP APPLICATION

Please complete this form and mail it with payment of your annual membership dues to:

**American Hospital Association**  
**P.O. Box 92247, Chicago, Illinois 60675-2247**



**American Hospital Association**

Organization

Street

City/State/ZIP Code/Country

Telephone

Facsimile

Website

Organization's primary service (e.g. consulting; telecommunications; medical supplies)

Name/Title to whom mail is to be directed

Mailing address if other than above

E-mail address

Name to whom second subscription is to be directed

Mailing address if other than above

E-mail address

Please select one:

- |                                                                                |          |
|--------------------------------------------------------------------------------|----------|
| <input type="checkbox"/> <b>Associate Advantage Member</b>                     | \$10,000 |
| <input type="checkbox"/> <b>Associate Member</b>                               | \$ 2,950 |
| <input type="checkbox"/> <b>Associate Member – International Organizations</b> | \$ 500   |

Membership dues are for the calendar year (January – December). Dues are prorated by the quarter for less than full year membership. Please call AHA Member Relations at (312) 422-2750 for a dues quote for memberships beginning after March 1.

- Check Payable to the American Hospital Association is enclosed.
- Please charge my credit card:     VISA                       MasterCard                       American Express

If paying dues via credit card, please fax application to Tony Spohn at (312) 422-4700.

Account number

Expiration date

Cardholder's signature

As a member, do you wish to receive a complimentary subscription to Hospitals & Health Networks?     Yes     No  
Annual membership dues include two one-year subscriptions to *AHA News* (\$75).

Other publications also included as part of Associate member benefits (*AHA Guide* and *Hospital Statistics*) are valued at \$565.

The organization makes application for Associate Membership in the American Hospital Association by submitting the information on this form for consideration.

Applicant's Signature

Title

Date

We look forward to welcoming you to AHA membership. If you have questions, please call **Tony Spohn at (312) 422-2002**.