

# 2016 Member Advantage



A personal membership group of the American Hospital Association

<b>Benefit Offered</b>	<b>Thoughtfully Designed to Address This Concern</b>	<b>Savings/Value/ROI to Members</b>	<b>Cost to Non-Members</b>	<b>Total Value (not necessarily in dollar amount)</b>
<b>Advocacy</b>	Monitoring, educating and influencing continuous changes in health care laws, workforce issues, labor matters	Included	\$60,000 - \$240,000 annually to hire a private lobbyist	Invaluable – protecting hospitals essential resources; extending critical programs and policies; improving existing programs and policies; reducing regulatory burden; and leading health transformation
<b>Annual Conference &amp; Exposition</b>	Enhancing your health care business knowledge, advancing leadership capabilities, earning continuing education credits, developing professionally and personally, meeting peers and business partners	\$450 - \$1,000	\$500 - \$1,160	CEUs, networking, education specific to health care human resources
<b>Awards</b>	Celebrating the operational excellence of HR professionals in health care, recognizing individuals who have made outstanding leadership and operations contributions to their organization	Included	Membership dues (\$50-\$385)	National recognition from peers, credibility, plaque and some financial award for Chapters
<b>Grants/Scholarships</b>	ASHHRA offers the opportunity for individuals to apply for financial assistance through long time partner sponsorships	Included	Preference given to members	\$23,000 total in awards and grants
<b>Benefits &amp; Wellness Pulse</b>	Monthly eNewsletter exploring new ideas around wellness and benefit offerings	Free to members	Free for prospects	Monthly up-to-date info to improve benefits and wellness programs

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<b>Benchmarking Surveys</b>	Building knowledge of the health care HR field by measuring key data, practices, trends and market indicators to inform decision making	\$500 to \$750	\$1,500 to \$3,000	Current, reliable and credible data submitted by health care organizations across the country
<b>Business Connections</b>	Facilitating face-to-face connections with peers and business partners in the health care HR field	Free to members	Available to members only	Invaluable –connect with emerging leaders, mid-level managers and C-suite professionals who can be your future colleague, employee or boss
<b>Career Center</b>	The most efficient job board for health care HR – job seekers can create profiles and post resumes for free; employers can find qualified candidates with job postings specific to health care HR; contains resources and videos on career wellness, resume writing and interview preparedness	Free to members seeking jobs  Employers: a savings range of \$50 to \$80	Free for prospects seeking jobs  Employers: rates start at \$219	Potential new career enhancements/recruiting and resources specific to health care HR; invaluable to have access to such career resources
<b>Career Pulse</b>	Weekly eBlast keeping you up to date about career opportunities and helping you advance your career	Free to members	Free for prospects	Weekly job notices for career enhancement or recruiting
<b>Certification in Healthcare Human Resources (CHHR) education preparation</b>	Validating your expertise, setting you apart from your peers, demonstrating your commitment to excellence in the field	\$295  Also available: CHHR test scholarships available to members only	\$425	Invaluable – demonstrate subject matter expertise as a health care HR practitioner

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THE HUMAN SIDE OF HEALTHCARE

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<b>eLearning Network</b>	A customized online learning platform that provides comprehensive health care HR knowledge in a self-paced format that is accessible to you 24/7	Many free courses, over \$1,000 savings	\$3,825	Access to the #1 source for professional development in the health care human resources field
<b>eNews Pulse</b>	Monthly publication providing members with the latest news and information about hot topics in the field of health care, leadership, HR and management	Free to members	Free for prospects	Monthly resource of hot topics
<b>HR Leader Model</b>	Defining the prerequisite core competencies for HR leaders in health care to excel in their personal and professional lives	Included in membership	Nonmembers have access to HR Leader model and CHHR competencies	Invaluable – core competency model for the industry: Healthcare Business Knowledge, HR Delivery, Community Citizenship, Personal Leadership and People Strategies
<b>HR Pulse – Quarterly Magazine</b>	A quarterly print and electronic journal covering cutting-edge issues in health care HR, as well as best practices, case studies and organizational messages	Digital and print copy included in membership	\$39 print copy	Quarterly actual success stories to use; articles categorized by competency for certification credits; members can get published
<b>Joint Membership with SHRM</b>	Offering discounted fees for individuals who are members of both ASHHRA and SHRM	Discount of up to \$35	\$310-\$385	Savings of up to \$35 and convenience of one invoice per year for both associations

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<b>Volunteer Leadership Opportunities</b>	Members have a variety of opportunities to participate on boards and committees, lead or develop other HR professionals, or volunteer at ASHHRA events in order to develop themselves and contribute to the ongoing development of the profession	Included in membership	Available to members only	Invaluable – various connections made thought committees and task forces With 140+ volunteer leadership opportunities in 2015
<b>Toolkits</b>	Educating, aiding and enhancing member knowledge through the continuous creation of resources including processes, policies, forms and other educational tools	Included in membership	Available to members only	Invaluable – have access to a virtual library containing resources, white papers and best practices shared by health care HR practitioners
<b>Webinars</b>	Providing continual learning opportunities lead by ASHHRA members and partners with specific expertise in the health care HR profession	Included in membership (some webinars are a reduced fee for members)	At least a \$414 value	40+ webinars offered in 2015 with over 20 CEUs offered
<b>AHA Affiliation</b>	Outlined in detail on the following page	Included in membership	Available to members only	

**ASHHRA Membership provides you with AHA Affiliation, including:**

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<b>AHA Quality Center</b> <a href="http://www.aha.org/advocacy-issues/quality/index.shtml">http://www.aha.org/advocacy-issues/quality/index.shtml</a>	Providing information and assistance on how to improve care and working with federal lawmakers, regulators and research agencies to create a policy environment in which patient quality and safety can thrive	Included	Membership Dues (\$50-\$385)
<b>AHA Resource Center</b> <a href="http://www.aha.org/research/rc/index.shtml">http://www.aha.org/research/rc/index.shtml</a>	Assisting you in accessing timely, high-quality health services information quickly and easily	Included	Membership Dues (\$50-\$385)
<b>AHA Workforce Center (?)</b> <a href="http://www.aha.org/advocacy-issues/workforce/index.shtml">http://www.aha.org/advocacy-issues/workforce/index.shtml</a>	Providing AHA, national and state-based resources to help you with workforce planning, recruitment, retention and development	Included	Membership Dues (\$50-\$385)
<b>AHA Working with Employees (?)</b> <a href="http://www.aha.org/advocacy-issues/employeerelations/index.shtml">http://www.aha.org/advocacy-issues/employeerelations/index.shtml</a>	Providing timely support for health care employees through advocacy, information and resources as well as opportunities for learning, information sharing and collaboration	Included	Membership Dues (\$50-\$385)
<b>Emergency Preparedness</b> (including Ebola and Zika) <a href="http://www.aha.org/advocacy-issues/emergreadiness/index.shtml">http://www.aha.org/advocacy-issues/emergreadiness/index.shtml</a>	Preparing you and your organization to respond effectively to traditional disaster threats, terrorist attacks and infectious disease	Included	Membership Dues (\$50-\$385)
<b><u>Member Discounts</u></b> Health Forum HRET HPOE			