



2024 AHA Health Care Workforce Scan

Be front and center for this critical conversation that addresses one of the greatest challenges facing AHA members

While the health care field has always dealt with workforce challenges, the pandemic has greatly amplified them. Providers are looking for new and innovative ways to support and build resiliency in their workforce, retain staff, create a pipeline of talent and build new competencies in the workforce of the future.

The AHA Health Care Workforce Scan features the latest thinking on workforce trends, strategies and insights that hospitals and health systems can use to guide their organizations forward to best care for their health care workforce and for all in their communities. This annual report continues to be a vital resource with over 1,000 AHA members engaging with the report last year.

Share your subject matter expertise and bring valuable workforce insights to the field as the exclusive sponsor of the AHA Health Care Workforce Scan.

The AHA is offering an exclusive opportunity to sponsor and contribute thought leadership to the AHA Health Care Workforce Scan, providing a unique way for your organization to strategically align with the American Hospital Association on this critical topic.



Co-branded report with AHA and sponsor logo (both logos appear on the front cover).

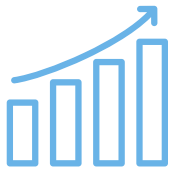


One full page color ad to appear on back cover.



Opportunity to incorporate your organization's thought leadership into the report.

Delivering tremendous return on your investment:



- Contact information of leads who download the report and engage with the promotional campaign.
- Digital distribution to up to 20,000 member titles through AHA communications channels, including the association's newsletter, *AHA Today*, and full email performance reports from email nurture campaign.
- Promotion of report on AHA's social media channels.
- Promotion of report by AHA senior leadership.
- Sponsor's logo and report featured on a dedicated AHA webpage and listed as resource on AHA Workforce page.
- Sponsor's logo featured in executive summary and Workforce Scan PowerPoint presentation resource developed for members and shared in AHA Member Resources Presentation Center.
- Opportunity for sponsor's SME to participate in a workforce conversation on AHA's *Advancing Health* podcast. Ranked in the top 10 by both Feedspot and Front Line Media.
- Alignment with AHA's Workforce Task Force, led by AHA board members to address workforce issues.
- Distribution of report and resources to State Hospital Associations.

Want to partner? Let's talk.

For more information, please contact:

marketing@aha.org

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Advancing Health in America