

AHA Marketing Solutions Guide

The American Hospital Association 2026 guide to sponsorships, thought leadership, lead generation and other opportunities to **get in front of the nation's hospital and health system leaders.**

sponsor.aha.org



We Know Hospitals

When the AHA recently gathered input from senior hospital and health system executives about how they stay informed on solutions that support their work, they had a lot to say. And one thing is clear: they're overwhelmed with information.

"There is simply too much that comes. I bet I get 30 emails a day at work from vendors and sales people."

"It can be hard to find information that is relevant and trustworthy. There's a lot out there, but not much that's tailored to the unique challenges of rural or critical access hospitals. I rely heavily on peer networks, trusted advisors and professional associations."

"A lot of what I see is too generic or sales driven. What's really missing is practical info like how the product actually works in a hospital like ours, what it costs and how others have made it work. Real examples, lessons learned and clear ROI would be a lot more helpful than broad claims."

That's why it's so important to work with the American Hospital Association as part of your strategic marketing plan. We are attuned to the challenges and interests of our members. We know the topics that attract their interests and the delivery formats they prefer. And we offer various channels for organizations that seek to partner with hospitals and health systems to share their stories and solutions.



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Engage with health care leaders nationwide by reserving a spot on a thought-leadership panel.

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Get noticed by showcasing your story on the AHA's popular podcast *Advancing Health*, designed to give a voice to the change leaders in health care.

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Navigate the hospital market and pinpoint opportunities with the most trusted data available.

ABOUT THE AHA



The American Hospital Association is the **nation's largest** and most influential advocate for America's hospitals and health systems.



Our membership includes

NEARLY 90%

of the nation's hospitals, health systems and related health care organizations.



We are allied with hospital associations representing all

50 STATES, the District of Columbia and Puerto Rico.

THE AHA'S INFLUENCE

Because we represent and serve the nation's hospitals and health systems the reach and influence of the AHA is unsurpassed in the field. Hospital and health system CEOs and other C-suite leaders engage with our work and attend our events.

AHA member executives are an engaged group, committed to improving access to high-quality, cost-effective care that improves the lives of patients and families in the communities they serve. They are deeply invested in their work to address challenges through innovative ideas, best practices, partnerships and new solutions. They look to the AHA to help them discover new opportunities through collaboration, insights and networking.



THE AHA'S REACH

Membership in the AHA is at the organizational level; our members range from small, critical-access hospitals to large, multi-state systems, including acute, post-acute, behavioral health, rural, children's and other specialty hospitals.

Our total audience database includes more than 420,000 contacts who represent the full range of hospital and health system operations. **In addition to CEOs and C-suite executives, we can reach vice presidents, directors and managers from all of these areas:**

- Capacity Management
- Community and Population Health
- Engineers
- Environmental Services
- Facilities Managers, Architects and Designers
- Human Resources
- IT and Cybersecurity
- Legal
- Marketing, Strategy and Business Development
- Materials Management
- Medical Coding
- Nursing
- Physician Leadership
- Physician Relations
- Quality & Safety
- Risk Management
- Supply Chain and Procurement



HOW WE WORK WITH YOU

When it comes to engaging an audience there is no single tactic that you can rely on to reach everyone — particularly busy hospital and health system executives.

Not every executive wants to spend time on a webinar, but give them a podcast, and they might tune in while on the go. Some rely heavily on email for industry info, while others delegate administration of the email box to administrative staff. Some execs prefer face-to-face interaction at industry conferences, while others prefer virtual sessions over their lunch hour.

That's why the AHA gives you a multiple ways to reach them. By leveraging a full package of AHA marketing solutions and sponsorships, you can tailor your marketing campaign to target audiences in ways that ensure your brand is seen and your message gets across.

And when audiences see that your message is being delivered in connection with the AHA, they'll know you share our mission of supporting the interests of hospitals and health systems in order to advance health care in America.

Here's what some of our clients say about their collaboration with the AHA:

“

Through webinars and conferences, we've gained valuable connections, heard important stories and insights and shared our knowledge. **This helps build our credibility as thought leaders** while giving us information we can use to make improvements.

 **CENTEGIX**

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“

We're happy to report that **we've broken all records with the American Hospital Association.** From registrations to live attendance to on-demand views, every measure has exceeded expectations. We couldn't be happier with our partnership with AHA.



”

“

Our interest in the AHA is twofold: **gaining access to members, and, just as important, learning what matters most to them.** Through conversations with members we hear where there are gaps in behavioral health service lines and can tailor solutions to meet hospitals where they are.



”

SUCCESS STORIES



Because we understand how to reach and engage hospital leaders, the AHA will work with you to customize a program that **delivers the results** you are looking for.

We can get you in front of our members with the messaging and tactics that resonate. Here are a few examples of results we've delivered recently for our clients.



A **financial advisory firm** sought to elevate its thought leadership position while also generating a pipeline of leads to leverage for additional targeted outreach.

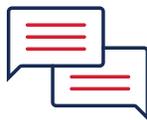
Working with the AHA, the firm developed a campaign to showcase its expertise via shared content on financial reporting and compliance. The four-email series showcased assets including a report on a CFO survey, a guide to the use of AI with EHRs and a client case study. The AHA team helped with email creative development and audience selection for the campaign.



Results exceeded expectations, with over 1,300 marketing engaged leads generated, more than three times the initial goal.



A **software and analytics company** has established a robust partnership with the AHA to support its marketing strategy to reach and engage hospital and health system decision-makers. By leveraging multiple channels and tactics, including webinars, digital content, email campaigns, podcasts and in-person events, the firm has dramatically broadened and deepened its relationships with hospital leaders in finance, revenue cycle and operations.



“The connections I’ve made through the American Hospital Association, both in my field and across the country, have been incredible. Every time we partner with AHA on a webinar or podcast, the engagement we see is remarkable.”

NATIONAL CONFERENCES



The AHA's national conferences attract a diverse representation of the field's leadership, from the **C-suite to the front lines of care.**

Unlike most health conferences, AHA events encourage sponsors to join the conversation. These events provide a variety of ways to engage the audience before, during, and long after the event wraps up. By leveraging tactics ranging from webinars and podcasts to executive dialogues, you can keep the conversation going on the topics that matter most to them.

AHA RURAL HEALTH CARE LEADERSHIP CONFERENCE

FEBRUARY 8-11, 2026 | SAN ANTONIO, TX

The event of choice for rural leaders who want to exchange ideas and learn best practices to ensure a more sustainable future. Attendees include rural hospital and health system administrators, trustees, physician executives, nurse leaders and more.

AHA ANNUAL MEMBERSHIP MEETING

APRIL 19-21, 2026 | WASHINGTON, D.C.

Join CEOs, senior executives and trustees from the nation's top hospitals and health systems at the 2026 AHA Annual Membership Meeting, and be a part of discussions that focus on the advocacy, regulatory and legislative issues that affect our nation's hospitals, patients and communities.

HEALTHIER TOGETHER CONFERENCE

MAY 12-14, 2026 | DALLAS, TX

An event designed to lead the conversations and collaborations to reduce disparities in health outcomes and address population and community-health needs.

AHA LEADERSHIP SUMMIT

JULY 12-14, 2026 | DENVER, CO

Join senior executives and leaders from hundreds of the nation's leading hospitals and health systems as they explore innovative approaches to transform health care delivery.

Make even more direct connections with hospital executives through our **Hosted Buyer Forum** at select national events.



EXECUTIVE PROGRAMS



AHA Knowledge Exchanges **bring together** top hospital executives to examine pressing challenges and potential solutions.

These intimate events present excellent opportunities for building relationships and raising your organization's profile as a thought leader.

AHA KNOWLEDGE EXCHANGES YOU PROVIDE THE TOPIC, WE PROVIDE THE PARTICIPANTS Virtual or In-Person

These small-group discussions attract a C-suite audience to examine a topic of the sponsor's choosing. They provide an outstanding chance for personal interaction and conversations with the field's most engaged leaders. We'll work with you to select a topic based on your needs and our knowledge of the field. The AHA handles the recruitment and provides a moderator.

TOPICS HAVE INCLUDED:

Monitoring and Mitigating Third-Party Cyber Risk

Mobilizing Technology and Innovation to Support Rural Health

The Resilient Health System Operating Model

Developing Effective Workplace Violence-Prevention Strategies



Sponsors receive a written report that presents a synopsis of the discussion — perfect for showcasing your thought leadership and driving lead generation. It's a powerful tool to keep the momentum going long after the event is over.

The Resilient Health System Operating Model

Download the Report

10 ways health system executives are building a robust governance and operating model

- Design your governance structure for where you want to be in the future and for growth.
- Activate your operating model to align the organization to execute your playbook.
- Create system committees and set clear approval authorities to move to one corporate culture.
- Develop matrix defining key accountabilities and decision rights across the organization.
- Amplify physician and nurse leaders in the organization to have decision rights regarding the vision, strategy and priorities as well as the pipeline of the C-suite.
- Empower decision-making bodies to be agile and move strategy forward.
- Set a timeline, process and an approval process for all major initiatives.
- Bring new voices and diversity onto the board — a mix of out-of-market people while keeping a balance of market people and skill sets.
- Implement innovative care models, invest in automation to streamline work and move to a global workforce model.
- Evaluate governance and operating structure yearly against strategy (what you are trying to achieve) and top organizational risks.

Participants

 Bo Boulenger President and CEO Rural Health South Florida	 James F. Dover, FACHE President and CEO Avera Health	 Lynn Gonsor Managing Director, Strategy and Consulting Accenture
 Russ Gronewald President and CEO Bryant Health	 Matt Heywood President and CEO Aplica Health	 Marlon Levy, M.D., MBA CEO VCU Health System
 C. Wright Pinson, M.D., MBA Deputy CEO and Chief Health System Officer Vanderbilt University Medical Center	 Chris Roth President and CEO St. Luke's Health System	 Lisa Shannon President and CEO Alina Health

Sponsor's content is displayed on AHA.org for a year.



www.aha.org/knowledge-exchange



LEADERSHIP SCAN

SELECT A TOPIC, JOIN THE VIRTUAL PANEL

Engage with health care leaders nationwide committed to transforming care delivery by reserving your place on our digital thought-leadership panel.

Share insights on the field’s top challenges and opportunities on such topics as:

Workforce	Access to Care	Improving Outcomes
Care Transformation	Financial Stability	Patient Satisfaction & Consumerism
AI & Tech Trends	Rural Health	Cybersecurity & Risk

Each 60-minute interactive panel includes one sponsor with topic expertise, health system leaders and an AHA subject matter expert offering practical and actionable solutions for issues facing health care executives.

 www.aha.org/type/aha-leadership-scan

The AHA will offer ACHE Qualified Education credits to attendees.

PROMOTIONAL EFFORTS INCLUDE:



Email campaigns to targeted audiences based on topic interest



Inclusion in **Market Scan E-newsletter**, AHA’s weekly spotlight on health care innovation



Inclusion on the **AHA Leadership Scan landing page**



Social media distribution via AHA’s social media channels



Post-event reporting offers many insights and opportunities for outreach like a full registration and attendee list that includes names, title, contact and other qualifying information.

LEAD GENERATION PROGRAMS



When you work with us, you get access to content and data strategists who can consult with you to design a **data-driven, multi-channel lead gen** campaign.

Our strategists, writers and designers help businesses translate their expertise into content that resonates with our AHA members. The result: a highly effective campaign that will engage your ideal customers and connect them to your solution. You'll be provided with reports throughout the campaign, and most importantly, the leads that your sales team wants. AHA lead gen programs come in a variety of formats.



WEBINARS THAT CONVERT

We provide a **turnkey webinar package** that includes consultation on the topic, along with robust promotion and production support. You'll get an expert, data-driven campaign targeting your priority titles to drive registration for your webinar and assets to turn your listeners into leads.

In addition to a professionally produced MP4 recording link, upon completion of the webinar sponsors receive full registration and attendee lists with full contact information and additional input from participants — all of which can be used to fuel your own ongoing marketing initiatives.



EMAIL MARKETING

Combining your thought leadership with the AHA's robust database, expert design and powerful marketing automation platform will turbocharge your campaign, and your sales team.

Our email campaign programs offer options including:

- Access to AHA contact database to build customized and targeted audience segmentation
- Multiple emails to target distinct prospect audiences
- White-labeled content development



SPECIAL REPORT SPONSORSHIP

The AHA helps the field tackle the tough issues with special reports that provide opportunities for sponsors to combine thought leadership with lead generation.



Trailblazers - A special supplement to MarketScan, AHA's newsletter on innovation, this special opportunity offers sponsors a full-page editorial spotlight as well as integrated content in a series of special reports we develop in partnership with the sponsor. Past Trailblazers sponsorships have yielded more than 1,000 leads per sponsor.

Workforce Scan - An annual review of workforce trends, complete with strategies and insights that hospitals can use to address this challenging area.

Environmental Scan - Provides key data and insights on the current health care landscape to guide hospital and health system strategies for the challenges that lie ahead.



www.aha.org/type/trailblazers

SPONSORED PODCASTS



Align your brand with **quality content.**

Sponsorships of our popular podcasts help get you noticed by an elite audience.

Make an impression on an executive audience of the leading hospitals, health systems and health care organizations who tune into the American Hospital Association's **Advancing Health Podcast**. Ranked as one of the top health care podcasts by Feedspot, *Advancing Health* spotlights emerging topics and care solutions, giving a voice to change leaders.



Align with the AHA's trusted brand and reputation

- Showcase a shared success with AHA members to amplify your brand.
- Be part of a health care podcast channel ranked in the top 4 by Feedspot.
- Podcasts are distributed via Spotify and Apple, promoted in our daily newsletter to the field and on our social channels.

INTRODUCING NEW VIDEO PODCASTS THAT GET YOU NOTICED



Take your thought leadership further with our new Video Podcast package — designed for maximum visibility and engagement:

- **Enhanced Multimedia Experience** - Your sponsored episode is produced as both a professional video and audio podcast.
- **YouTube & Advancing Health Placement** - Your 15-minute video episode is published on YouTube (with an embed link for your use) and as an audio episode on AHA's podcast channel, Advancing Health.
- **Social Media Amplification** - We create 30- to 60-second video shorts to spotlight your message, promoted across AHA's LinkedIn Center for Health Innovation page and other channels.
- **Lead Generation** - Packages include a promotional email delivered to a curated list of hospital personnel.
- **Robust Reporting** - The AHA will provide podcast listens reporting and email performance metrics with leads.
- **Strategic Topic Alignment** - Our team will work with you to align your message with subject matter experts and trending topics for even greater impact.

NOW AVAILABLE: PODCAST ADVERTISING OPPORTUNITIES

Two 15-Second Sponsor Spots: Maximize your brand's exposure by featuring your brand at the start and close of episodes aligned with key topics like cybersecurity, emergency preparedness and new care models.

CYBERSECURITY AND PHYSICAL SECURITY



Gain **awareness and credibility** with AHA members looking to prevent and respond to cyberattacks and physical threats.

Cyberattacks and physical risk vulnerabilities pose risks for every hospital. The AHA helps our members prepare for and manage these risks by bringing sponsored content, education and special offers on solutions from vetted providers.



PREFERRED CYBERSECURITY & RISK PROVIDER PROGRAM



The AHA Preferred Cybersecurity Provider and Risk Program is available to highly-reputable, qualified and vetted cybersecurity and risk management providers that share our vision and commitment to the nation's hospitals and health systems. We seek partners who bring exceptional quality and value to AHA member hospitals and systems, not simply to offer a solution but to serve alongside us in our mission to protect and strengthen health care delivery.

After initial AHA vetting, organizations will be invited to apply for a full review of their relevant cybersecurity and risk services, as well as submitting hospital references.

The AHA's internal team of experts, led by John Riggi, AHA's National Advisor for Cybersecurity and Risk and Scott Gee, AHA Deputy National Advisor for Cybersecurity and Risk, reviews and selects providers and services that meet our criteria, which includes the development of an exclusive offering specifically for AHA members.

PROGRAM BENEFITS



Market exposure and thought leadership, including announcement of your organization's participation via email by the AHA to members, placement on the program website, discounts on AHA Marketing Solutions and much more!



Meaningful connections with opportunities to sponsor periodic in-person and virtual educational events and to work directly with AHA's National Advisor for Cybersecurity and Risk and Deputy National Advisor for Cybersecurity and Risk on member engagements and strategy sessions to provide guidance on the needs of our members as opportunities arise.



Cyber and threat intelligence briefings for program participants providing updates on the latest cybersecurity and risk developments, news and government alerts, as well as sharing learnings from the field.



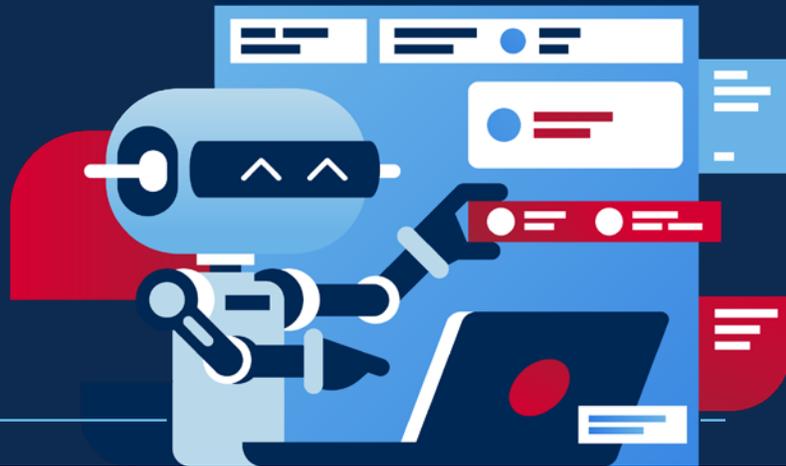
AFFILIATED GROUPS

It isn't always the CEO that makes the buying decision. The AHA helps you connect with other key leaders in every aspect of hospital operations through annual conferences, events and other sponsorship opportunities.

The professional membership groups and other organizations affiliated with the AHA convene their members for education throughout the year. These events provide ideal opportunities for face-to-face connections with the individuals in decision-making roles who can consider your solution.

AFFILIATED GROUPS	EVENT DATES
<p>American Society for Healthcare Engineering (ASHE) Facility managers, engineers, architects, designers, construction, infection control</p>	<p>March 8-11 Houston, TX August 2-5 Minneapolis, MN</p>
<p>American Organization of Nurse Leaders (AONL) Nurse executives, managers and rising nurse leaders</p>	<p>March 29-April 1 Chicago, IL</p>
<p>Association for the Health Care Environment (AHE) Professionals responsible for caring for the patient and resident care environment</p>	<p>August 16-19 New Orleans, LA</p>
<p>Association for Healthcare Resource & Materials Management (AHRMM) Supply chain executives, CFOs, directors, managers, buyers, contract administrators</p>	<p>July 26-29 San Antonio, TX</p>
<p>American Society for Healthcare Risk Management (ASHRM) Risk managers, patient safety, insurance, finance, compliance</p>	<p>October 4-7 Phoenix, AZ</p>
<p>Society for Healthcare Strategy & Market Development (SHSMD) Business development, strategic planning, communications, marketing, physician referral strategy, public affairs, web, social media</p>	<p>September 27-30 Baltimore, MD</p>
<p>Physician Alliance Physician executives within AHA member organizations</p>	<p>Convenings, webinars and newsletter sponsorship opportunities throughout the year.</p>
<p>Trustee Services Hospital and health system trustees</p>	<p>Monthly newsletter, convenings and podcasts throughout the year.</p>

DATA & INSIGHTS



The American Hospital Association is the **the field's most-trusted source of data** about hospitals and health systems.

Each year, the AHA collects a massive amount of data from hospitals to shed light on current and emerging trends. Our trusted methodology has made us the "go-to" source for hospital and health system data for more than 30 years.



www.ahadata.com



WHETHER YOU WANT TO

- Grow your business and acquire new customers
- Quickly generate market intel for your sales and marketing teams
- Develop insights and make decisions using data you can trust

AHA Data can drive your business forward.



ANNUAL SURVEY DATABASE™

Get the data you want with over 1,300 data points, including demographics, operations, service lines, staffing, expenses, physician organization structures, beds, utilization, population health services and more.

- Gain facility-level insights provided by more than 6,200 hospitals and 400 health care systems.
- Search, compare and profile hospitals and health systems to identify your best targets.

Unlock insights on:

- Utilization: admissions, births, surgeries, ED visits
- Physician arrangements
- Workforce trends
- Organizational structure and affiliations
- Alternative payment models
- Telehealth
- Remote patient monitoring



DATAQUERY AI

Our new AI-powered data assistant makes it easier than ever to leverage AHA Data. Simply type your question into an intuitive interface and receive actionable intelligence in seconds. No need to sift through spreadsheets or lengthy reports.

- Explore your data visually with charts and graphs that provide a clear view.
- Refine your search by asking follow-up questions, just like a conversation with the database.
- Customize reports to focus on the insights that matter most to you.

Ask about a free trial!

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 **WITT / KIEFFER**
Leaders Connecting Leaders

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Let's talk.**



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