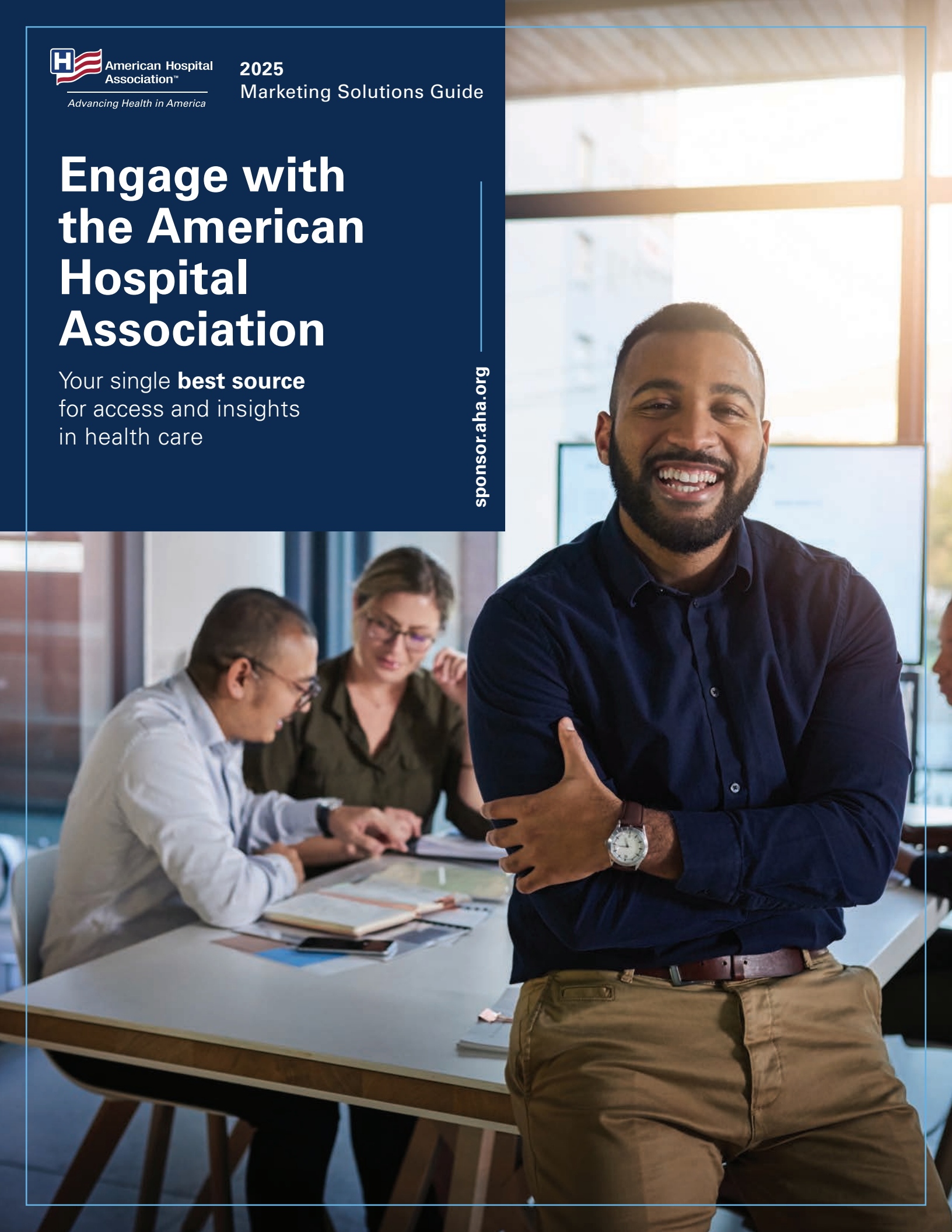


Engage with the American Hospital Association

Your single **best source**
for access and insights
in health care

sponsor.aha.org



We Know Hospitals

As the national voice and leading advocate for America's hospitals and health systems, the American Hospital Association understands the concerns our members continue to face on multiple fronts. We also work closely with health care solution providers interested in connecting with hospitals that are seeking new ways to address challenges.

To help foster these connections, we recently surveyed hospital and health system leaders to gain insight into how they stay informed about innovative solutions. According to the survey, colleagues, peers and industry associations are the most-trusted source

of information on new products and services. **That's why any strategic marketing plan for engaging hospital leaders should include a partnership with the American Hospital Association.**

The AHA is attuned to the interests of our members and their need for resources, education, events and data to address their challenges. We offer a variety of ways for organizations that share our vision and commitment to America's hospitals and health systems to get involved in our work and share their stories and solutions. Read on to learn more.



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Engage with health care leaders nationwide by reserving your spot on our digital thought-leadership panel.

08 DIGITAL THOUGHT LEADERSHIP

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. Reach a highly engaged C-suite audience through sponsorship of our weekly digest on innovation in health care, *Market Scan*, a tightly edited spotlight on mission-critical trends.

09 LEAD GENERATION

Partner with the AHA on a lead generation program that will leverage quality content to attract the attention of hospital buyers. Choose from webinars or email campaigns to secure high-quality leads to fuel your sales pipeline.

10 SPONSORSHIP OPPORTUNITIES

Share your expertise and bring insights to the field as sponsor of topical reports, awards and programs that confer access and credibility.

11 AFFILIATED EVENTS

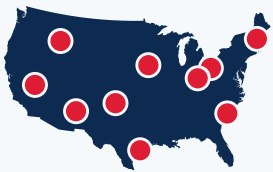
Professional membership groups and other organizations that represent segments of the health care workforce offer opportunities to connect with key targets at events throughout the year.

12 DATA & INSIGHTS

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 active 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 systems 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

AHA 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. Titles include managers, directors, vice presidents and C-suite executives from all of these areas:

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



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 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 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:

“

The AHA has a brand that, from a hospital and health care executive's standpoint, is trusted. And I think if you're a part of that overall ecosystem, then that allows you to, as an extension, also **be trusted by health care leaders.**

”

“

The AHA is always looking at innovation, collaboration and keeping ahead of market trends. And so as a partner, I think it keeps us in front of that so that we as an organization know what is top of mind for the hospitals and health care institutions we serve.

”

“

We make lots of business connections when we come to AHA events. You start to see the same people — the leaders in these organizations — so it's very easy to have conversations.

”

BECOME AN AHA ASSOCIATE



Designed for businesses that want to elevate their standing with an **insider's perspective** on what really matters to AHA members.

Only through this program can business leaders receive preferred access at AHA Events and benefit from exclusive briefings and content that connects your team with industry leaders and our AHA members who are seeking to exchange ideas and explore new solutions.



PROGRAM BENEFITS

Stand out as an AHA Associate with:

- ✓ Priority access and treatment at AHA's hallmark events -- the AHA Rural Health Care Leadership Conference, AHA Annual Membership Meeting, and AHA Leadership Summit.
- ✓ Your company logo, description and a link to your website on a dedicated page on the AHA website
- ✓ Use of the AHA Associate icon on marketing materials (approval required)
- ✓ Access to a curated collection of resources and content you can use to gain insights and educate your team on key issues.

	BRONZE \$15K min. spend	SILVER \$25K min. spend	GOLD \$50K min. spend	PLATINUM \$100K min. spend
Complimentary Pass/Priority Access at National Conferences	○	○	○	○
Insider Emails	●	●	●	●
Access to Member Content on AHA.org				
Use of AHA Associate Logo	●	●	●	●
Company Logo on AHA Associate Webpage				
Discounts on Marketing Solutions		● 10-25%	● 15-35%	● 30-45%
Exclusive Sponsorship Opportunities			○	○
Strategic Account Management			●	●
Audio/Video Podcast			○	○
Opportunity for Program Co-Development				●



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.

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. We can help you select the event and sponsorship packages that best align with your organization’s goals. AHA Associates, sponsors and exhibitors are the only businesses allowed access to AHA meetings.

AHA RURAL HEALTH CARE LEADERSHIP CONFERENCE

**FEBRUARY 23-26, 2025
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

**MAY 4-6, 2025
WASHINGTON, D.C.**

Join CEOs, senior executives and trustees from the nation’s top hospitals and health systems at the 2025 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.

ACCELERATING HEALTH EQUITY

**MAY 20-22, 2025
ATLANTA, GA**

The AHA Community Health Improvement (ACHI) network and the Institute for Diversity and Health Equity (IFDHE), both part of the AHA, join forces to advance their shared mission to close health equity gaps by building strategic hospital-community partnerships and developing and sustaining diversity and inclusion efforts in hospitals and health systems.

AHA LEADERSHIP SUMMIT

**JULY 20-22, 2025
NASHVILLE, TN**

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



AHA Associates increase development opportunities with our Hosted Buyer Forum for direct connections to hospital executives at select national events.



EXECUTIVE PROGRAMS



AHA Executive Events 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 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. The AHA handles the recruitment and provides a moderator. We'll work with you to select a topic based on your needs and our knowledge of the field.

TOPICS HAVE INCLUDED:

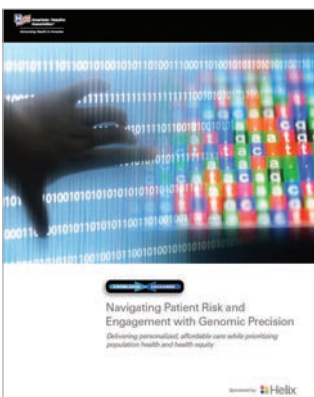
Enabling Growth in Nonoperating Room Anesthesia Procedures Amid Workforce Shortages

Navigating Patient Risk and Engagement with Genomic Precision

Strengthening Financial Performance in Rural Hospitals

Strategies for Effective Contingent Nurse Workforce Management

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.

Strengthening Financial Performance in Rural Hospitals

AHA Knowledge Exchange

Empowering data-driven decisions and support to optimize staff resources and patient access to care

Annual workforce shortages and concerns pertaining to access to care, work-to-end viability, of revenue-cycle management performance helps health care organizations prevent cover denials, hospital trends and avoid financial exposure by accelerating reimbursement. Analytics and detailed performance data can pinpoint where revenue processes are missing the mark and need to be adjusted to gain financial viability for strategic initiatives. Using information to augment staff capability and streamline workflows can improve morale and productivity, and remove friction throughout the patient journey. This knowledge exchange empowers the authors that can be taken today to position your health care organization for success in the future.

Download the Report

Sponsored by: **inovalon**

8 actions rural hospital leaders are taking to improve financial sustainability

- Be transparent about finances with staff, providers, the board, and family and patient advisory committees. Validate and share data and conclusions for better decision-making.
- Look at the big picture. How is your organization doing with regard to budget and key performance indicators like days in accounts receivable, cash on hand and days in cash?
- Prioritize organizational success as a team effort, squash department rivalries, and build psychological safety and trust to allow employees to come forward with problems and solutions.
- Find the disconnects among codes, the business office and departments for missed charges, coding errors, claims not filed and first-pass denials.
- Invest in decision support systems and staff to validate data credibility and evaluate sensitive performance, fracture processes and assess new priorities.
- Consolidate and assign staff to specialize in prior authorizations to alleviate clinician burden and minimize delays in care.
- Use outside service providers to fill staffing and expertise gaps as well as utilize companies to evaluate revenue processes and uncover problem areas.
- Evaluate electronic health record rules, interfaces and workflows for current best practices.

Participants

 Brett Altman, DPT, MBA, FACHE CEO Cigna Health	 Melanie Boyd, R.N., MBA, FACHE Chief Operating Officer Clarke County Hospital	 Ben Davis, MBA, RHCCDC, FACHE President and CEO Geneva Regional Health
 Brian Evans, MBA, FACHE CEO Clarke County Hospital	 Kurt Forsyth, MBA, FACHE President Intermountain Delta and Filmore Community Hospitals	 Korrey Klein, M.D. President and CEO Family Health West
 Melinda Laird, R.N., MSN CEO and Chief Nursing Officer Carolde Memorial Hospital	 Jason Pizant, DHA, MBA, FACHE President and Chief Administrative Officer Covenant Health-Rescue Medical Center	 Jennifer Riley, MBA CEO Memorial Regional Health

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



AHA LEADERSHIP SCAN

A SERIES OF VIRTUAL PANEL DISCUSSIONS

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	Health Equity
Care Transformation	Behavioral Health	Patient Satisfaction & Consumerism
AI & Tech Trends	Rural Health	Sustainability

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. 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 encompasses many insights and opportunities for outreach like a full registration and attendee list that includes names, title, contact and other qualifying information.

DIGITAL THOUGHT LEADERSHIP



Align your brand with **quality content.**

Sponsorships of our popular podcasts and newsletter on innovation help get you noticed by an elite audience.

SPONSORED PODCASTS

Make an impression on a premium 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 both Feedspot and Front Line Media, Advancing Health spotlights emerging topics and care solutions, and gives 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.
- Promoted via *AHA Today* (reaches 40,000 people) and via AHA's Social Media accounts (144,000 followers).
- Be part of a health care podcast channel ranked in the top 5 by Feedspot and in the top 10 by Front Line Media.

MARKET SCAN SPONSORSHIP

Showcase your message in *Market Scan*, the American Hospital Association's weekly spotlight on trends in health care innovation, to a highly engaged national audience of hospital and health system leaders. Each week, *Market Scan* focuses on the mission-critical trends impacting AHA members and the business decisions they make.

MARKET SCAN

A new series of special reports, **AHA Market Scan Digital Trailblazers**, offers sponsors a full-page editorial spotlight and the ability to integrate content into the report. Exclusive spotlight sponsorships of these very popular reports have yielded tremendous results to date: more than 1,000 leads per sponsor!

When *Market Scan* reaches our audience's inbox, it gets attention:



C-Suite Audience: 14% CEOs or presidents, 26% C-Suite outside of CEOs, 52% VP and above



Trusted & Influential: The leading voice for U.S. hospitals and health systems



Current & Comprehensive: Covers a broad range of innovation topics



Focused Content: 2-3 stories focus the reader on what is important

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.

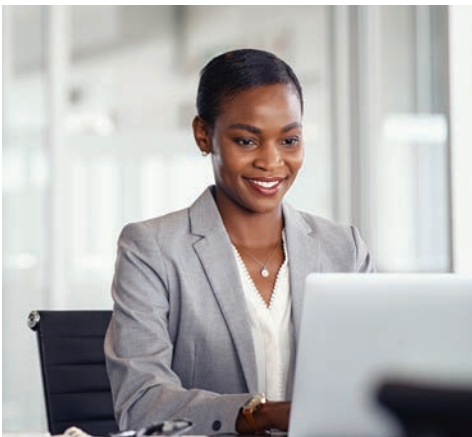
Our strategists, writers and designers help businesses translate their expertise into content that resonates with our AHA members. The result: a highly effective campaign that will engage your ideal customers and connect them to your solution. You'll be provided with reports throughout the campaign,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



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

Email marketing continues to be one of the most effective tactics for generating quality leads. 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



Become an AHA Associate for first access to these offerings as well as special discounts.

See page 4 for details.

“ AHA webinars allow us to showcase how our technology supports our clients in improving care and outcomes, without focusing solely on our own solutions. **It's a powerful way to bring client success stories to life and demonstrate the real impact** of our technology in a meaningful, thought leadership-driven manner. ”

– Heather Hitchcock
Executive Vice President, **Medical Informatics**
Gold AHA Associate

SPECIAL SPONSORSHIP OPPORTUNITIES



The AHA helps the field tackle its **toughest issues** with a range of programs and special reports that provide outstanding opportunities for sponsors to align their brand with the topics that are top-of-mind for hospital executives.

SPECIAL REPORTS



Workforce Scan

An annual review of workforce trends, complete with strategies and insights that hospitals and health systems can use to guide organizations during this time of uncertainty.



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.



Futurescan

The premier publication of the Society for Health Care Strategy & Market Development (SHSMD), brings together insightful experts to prepare hospitals for trends shaping health care's future. An essential resource for strategic planning.



EQUITY TRANSFORMATION PARTNER PROGRAM

Applications are open to highly reputable, qualified service providers in the diversity, inclusion and health equity space. Equity Transformation Partners are designated by the AHA as recognized leaders in the field and receive brand visibility and insider access to events and information provided by the AHA's Institute for Diversity and Health Equity. Apply at ifdhe.aha.org.



PREFERRED CYBERSECURITY PARTNER PROGRAM

Established by the AHA in order to identify an exclusive group of trusted providers with vetted services to help AHA member hospitals and health systems prepare for and mitigate cyberattacks. Learn more at aha.org/cybersecurity.



AFFILIATED EVENTS

It isn't always the CEO that makes the buying decision. The AHA helps you connect with other key leaders 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.

The AHA has an engaged and growing audience of **hospital and health system trustees** that are committed to learning about approaches and solutions that support high-performing boards. Sponsored content opportunities are available for the monthly ***AHA Trustee Insights*** newsletter, which reaches an audience of more than 8,500 hospital trustees.

2025 UPCOMING SCHEDULE

American Society for Healthcare Engineering (ASHE)

Facility managers, engineers, architects, designers, construction, infection control

March 9-12 | Atlanta, GA
July 27-30 | Columbus, OH

American Organization of Nurse Leaders (AONL)

Nurse executives, managers and rising nurse leaders

March 30 - April 2 | Boston, MA

Accelerating Health Equity - brought to you by Association for Community Health Improvement and the Institute for Diversity and Health Equity

Population health, community health and health care leaders driving initiatives to prepare for a more diverse future

May 20-22 | Atlanta, GA

Association for the Health Care Environment (AHE)

Professionals responsible for caring for the patient and resident care environment

June 8-11 | Columbus, OH

Association for Healthcare Resource & Materials Management (AHRMM)

Supply chain executives, CFOs, directors, managers, buyers, contract administrators

August 3-6 | Denver, CO

American Society for Healthcare Risk Management (ASHRM)

Risk managers, patient safety, insurance, finance, compliance

September 28 - October 1
Charlotte, NC

Society for Healthcare Strategy & Market Development (SHSMD)

Business development, strategic planning, communications, marketing, physician referral strategy, public affairs, web, social media

October 12-15 | Dallas, TX

Physician Alliance

Physician executives within AHA members organizations

Convenings and webinars occur throughout the year.

DATA & INSIGHTS



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

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



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.

NOW AVAILABLE: Data on Hospital Governance Structures and Practices



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



AHA IT DATABASE

Now in its 15th year, in collaboration with the Department of Health and Human Services, Office of the National Coordinator (ONC). Spot opportunities and gain insights based on an unparalleled view of over 3,500 hospitals. Learn how hospitals are leveraging technology to improve patient care access and delivery. AHA's IT Database includes stats on EHR adoption, vendor satisfaction, interoperability barriers and more.

A FEW OF OUR SPONSORS

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by Medical Informatics Corp.

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At the heart of better care.

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 **WITT / KIEFFER**
Leaders Connecting Leaders

**Want to Partner?
Let's talk.**



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