

Affiliate Membership Program

**Strengthening health care
by building alliances**

NHA Nebraska
Hospital
Association

The influential voice of Nebraska's hospitals

By working together toward a common cause, we will accomplish more than any one of us can do alone.

NHA Nebraska Hospital Association

The Nebraska Hospital Association (NHA) is proud of its distinguished list of Affiliate Members. Together, we are focused on helping hospitals and health systems provide high quality health care to their communities.

The Nebraska Hospital Association Affiliate Membership Program is part of an ongoing effort to build and strengthen alliances with Nebraska's health care providers and the organizations who support them in their mission. Aside from the recognition you receive from our member hospitals, there are many benefits to becoming an Affiliate Member of the NHA.

The NHA offers Platinum, Gold, Silver, Bronze and Standard levels of Affiliate Membership at an annual membership fee. On the next few pages you will find descriptions, the annual fee and a list of the many benefits you will receive from each membership level.

MISSION

The Nebraska Hospital Association is the unified voice for Nebraska's hospitals and health systems. NHA will provide collaborative leadership, assisting its members to provide comprehensive care to their communities, improving the health status to those communities.

VISION

The Nebraska Hospital Association is the influential voice of Nebraska's hospitals and health systems. By 2015, we will:

- Increase our influence with key leaders in our state.
- Deliver expertise to our members on cost reduction strategies.
- Be at the table with the State of Nebraska to create the Medicaid solution.

VALUES

The foundation for achieving results are our values of Knowledge, Communication and Member Engagement.

STRATEGIC FRAMEWORK

To accomplish its mission and serve its members, the NHA has developed a strategic framework that consists of four pillars: advocacy and policy, financial stewardship, quality and safety, and strategic partnerships.

To uphold these pillars, the NHA has laid a secure foundation for achieving results comprised of knowledge, communication and member engagement, through which the NHA will provide our members with solid commitment, firm values and assured leadership.

The culmination of the efforts of the NHA is to assist our members to continue to be viable hospitals that provide quality care to Nebraska's patients and communities.

TESTIMONIALS

"Visions in Architecture has been a strong supporter of NHA for a number of years. We value the exposure and access to decision makers that NHA provides. We look forward each year to NHA events that allow us to see our friends and clients in the health care field."

*Doug Elting, Managing Principal
Visions in Architecture
Lincoln, NE*

"LaMair-Mulock-Condon Co. (LMC) has greatly appreciated our partnership with the Nebraska Hospital Association and NHA Services, Inc. Our relationship has given LMC the opportunity to provide sound risk management services and valuable insurance products for the NHA members."

*Ford M. Singbush, Vice President
LaMair-Mulock-Condon Co.
West Des Moines, IA*

PLATINUM Affiliate Membership \$15,000

Platinum Affiliate Membership is the highest level of affiliate membership the NHA offers—and the BEST VALUE!

By becoming a Platinum Affiliate Member, you will receive all benefits of Standard Affiliate Membership plus the Platinum level benefits:

Standard Benefits	Value
• Invitation to participate in the NHA Mid-Year Golf Tournament for Affiliate and hospital members only	\$500
• Company link on the NHA Web site	\$500
• Company listing in the NHA Health Care Resource Directory, including a brief company description and key contact	\$250
• Company listing in the NHA Member Value Report	\$250
• Company listing in the NHA Annual Convention registration book	\$250
• Subscription to <i>Healthier Nebraska</i> , a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska	\$50
• A copy of the NHA Health Care Resource Directory, which includes complete hospital and affiliate member listings, other health organization listings, program information and advertising	\$25
• Discounted member rate to NHA education programs and events, including the NHA Annual Convention	
• An e-mail subscription to the NHA online e-newsletter, <i>NHA Newslink</i>	
Standard Affiliate Membership Benefits	Total Value = \$1,825

PLUS...

Platinum Benefits	Value
Platinum Sponsorship of the NHA Annual Convention	\$10,850
• Free Trade Show booth for <u>both days</u> of the Trade Show with preferred placement	
• Full-page ad in the convention registration book	
• Free convention registrations for <u>four</u> company representatives to NHA programs	
• Sponsorship of <u>one</u> keynote speaker	

PLATINUM Affiliate Membership (cont.)

- Recognition at the Sponsors' Social
- Platinum sponsor listing with your company's logo in convention registration book
- Platinum sponsor listing on the NHA Web site with link to your company's Web site
- Platinum sponsor listing on banner throughout convention
- Sponsorship of all coffee breaks on the first day of convention

Sponsorship of the NHA Leadership Institute \$ 6,000

- Sponsorship of Leadership Institute speakers
- Recognition in the Leadership Institute registration brochure
- Recognition in other Leadership Institute marketing materials
- Company logo on the NHA Leadership Institute Web page

Banner ad for a full year on the NHA Web site with link to your company's Web site \$4,000

Platinum Sponsorship of the NHA Mid-Year Meeting \$7,550

- Free Mid-Year meeting registrations for four company representatives
- Free golf tournament registrations for four company representatives
- Exhibitor booth
- Recognition at the Mid-Year Meeting Sponsors' Reception
- Recognition in the registration brochure
- Sponsorship of one Mid-Year Meeting speaker
- Sponsorship of Mid-Year Meeting coffee break
- Platinum sponsor recognition on the Mid-Year Meeting Web page

Platinum Sponsorship of the NHA Advocacy Day \$3,000

- Sponsorship recognition during program
- Recognition on Advocacy Day poster
- Recognition on the NHA Web site

Full-page ad in the NHA Health Care Resource Directory \$1,200



Total Value = \$34,425
Your Cost = \$15,000

By becoming a Gold Affiliate Member, you will receive all benefits of Standard Affiliate Membership plus the Gold level benefits:

Gold Benefits	Value
Standard Affiliate Membership Benefits (see list on page 9) PLUS...	\$1,825
Gold Sponsorship of the NHA Annual Convention	\$7,525
<ul style="list-style-type: none">• Free Trade Show booth for <u>one</u> day of the Trade Show• Half-page ad in the convention registration book• Free convention registrations for <u>three</u> company representatives to NHA programs• Recognition at the Sponsors' Social• Gold sponsor listing with your company's logo in convention registration book• Gold sponsor listing on the NHA Web site with link to your company's Web site• Gold sponsor listing on banner throughout convention• Sponsorship of Friday morning continental breakfast	
Sponsorship of the Mid-Year Meeting	\$ 3,000
<ul style="list-style-type: none">• Free Mid-Year Meeting registrations for <u>three</u> company representatives• Free golf tournament registrations for <u>three</u> company representatives• Exhibitor booth• Recognition in the registration brochure and event signage• Sponsor listing on the NHA Web site with link to your company's Web site	
Banner ad for two quarters on the NHA Web site with link to company Web site	\$2,000
Half-page ad in the NHA Health Care Resource Directory	\$750

Total Value = \$15,100
Your Cost = \$10,000

By becoming a Silver Affiliate Member, you will receive all benefits of Standard Affiliate Membership plus the Silver level benefits:

Silver Benefits	Value
Standard Affiliate Membership Benefits (see list on page 9) PLUS...	\$1,825
Silver Sponsorship of the NHA Annual Convention	\$4,750
<ul style="list-style-type: none">• Free Trade Show booth for <u>one</u> day of the Trade Show• Quarter-page ad in the convention registration book• Free convention registrations for <u>two</u> company representatives to NHA programs• Recognition at the Sponsors' Social• Silver sponsor listing with your company's logo in convention registration book• Silver sponsor listing on the NHA Web site with link to your company's Web site• Silver sponsor listing on banner throughout convention	
Sponsorship of the Mid-Year Meeting	\$ 1,140
<ul style="list-style-type: none">• Free Mid-Year Meeting registrations for <u>two</u> company representatives• Free golf tournament registrations for <u>two</u> company representatives• Recognition in the registration brochure and event signage• Exhibitor booth• Recognition at the Sponsors' Social• Sponsor listing on the NHA Web site with link to your company's Web site	
Quarter-page ad in the NHA Health Care Resource Directory	\$500

Total Value = \$8,215
Your Cost = \$6,000

BRONZE Affiliate Membership **\$4,000**

By becoming a Bronze Affiliate Member, you will receive all benefits of Standard Affiliate Membership plus the Bronze level benefits:

Bronze Benefits	Value
Standard Affiliate Membership Benefits (see list on page 9) PLUS...	\$1,825
Bronze Sponsorship of the NHA Annual Convention	\$4,175
<ul style="list-style-type: none">• Free Trade Show booth for <u>one</u> day of the Trade Show• Eighth-page ad in the convention registration book• Free convention registration for <u>one</u> company representative to NHA programs• Recognition at the Sponsors' Social• Bronze sponsor listing with your company's logo in convention registration book• Bronze sponsor listing on the NHA Web site with link to your company's Web site• Bronze sponsor listing on banner throughout convention	
Sponsorship of the Mid-Year Meeting	\$ 725
<ul style="list-style-type: none">• Free Mid-Year Meeting registration for <u>one</u> company representative• Free golf tournament registration for <u>one</u> company representative• Recognition in the registration brochure and event signage• Exhibitor booth• Recognition at the Sponsors' Social• Sponsor listing on the NHA Web site with link to your company's Web site	
Eighth-page ad in the NHA Health Care Resource Directory	\$350

Total Value = \$7,075
Your Cost = \$4,000

STANDARD Affiliate Membership

There are four types of Standard Affiliate Membership:

- Type IV - Includes vendors for goods and services to hospitals and health care systems (**most common**)..... \$1,000
- Type III - General and special care, state and federal government hospitals whose services are not generally available to the public \$1,250
- Type II - Non-profit organizations and government agencies whose principal purpose relates to hospitals and health care organizations \$1,250
- Type I - Hospitals and health systems not located within Nebraska \$1,250

Standard Benefits

Value

- Invitation to participate in the NHA Mid-Year Golf Tournament for Affiliate and hospital members only \$500
- Company link on the NHA Web site \$500
- Company listing in the NHA Health Care Resource Directory, including a brief company description and key contact \$250
- Company listing in the NHA Member Value Report \$250
- Company listing in the NHA Annual Convention registration book \$250
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska \$50
- A copy of the NHA Health Care Resource Directory, which includes complete hospital and affiliate member listings, other health organization listings, program information and advertising \$25
- Discounted member rate to NHA education programs and events, including the NHA Annual Convention
- An e-mail subscription to the NHA online e-newsletter, *NHA Newslink*

Total Value = \$1,825

**Your Cost = \$1,000 or \$1,250
depending on type (see list above)**

NHA Member Hospitals By the Numbers:

- 87 hospital members
- Nearly 43,000 employees
- More than 6,500 beds (excluding nursing home units)
- 64 Critical Access Hospitals (CAHs)
- 8 rural hospitals
- 12 urban community hospitals
- 2 long-term acute care hospitals
- 1 rehabilitation hospital
- 2 specialty hospitals
- 77,000 square miles in Nebraska

Hospitals rely on NHA Affiliate Members for a wide variety of products and services:

- accounting
- banking
- communication services
- construction and remodeling
- education
- equipment
- food service
- furnishings
- IT support
- insurance and risk service
- legal consultation
- linens
- maintenance equipment
- management services
- marketing and advertising
- medical supplies
- office supplies
- pharmaceuticals
- printing
- staff recruitment
- uniforms
- voluntary benefits
- waste collection
- Web site hosting and development
- and many more!

Sign Up Today!

To become an NHA Affiliate Member, each organization must complete an application form. The application form may be found online at www.nhanet.org/resources/affiliate_members.htm.

Send application and payment to:


Nebraska Hospital Association
Attn: Affiliate Membership Program
3255 Salt Creek Circle, Suite 100
Lincoln, NE 68504-4778

Once the application and payment are received, the NHA board of directors will review your request at the next regularly scheduled meeting.

For questions or more information contact the NHA at:

Phone: (402) 742-8140
Fax: (402) 742-8191
www.nhanet.org

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