

NHHA ENDORSED BUSINESS PARTNER PROGRAM

New Hampshire Hospital Association



The New Hampshire Hospital Association (NHHA) is proud to offer the NHHA Endorsed Business Partner (EBP) program through Health Shared Services Inc. (HSSI). The core focus of the EBP program is to identify innovative organizations that are committed to fostering operational excellence by providing value-added services to the healthcare facilities in New Hampshire. Through a deliberate market assessment process, the NHHA EBP program matches issue-specific member needs with products and/or services with the intention of providing New Hampshire healthcare facilities with go-to-market, innovative vendor selections.

The business partners selected are expected to meet high-quality standards and offer products or services that help healthcare facilities control costs, recover revenue, reduce operating and capital expenses, improve management and quality, increase productivity, develop staff resources and apply new strategies. Through the due diligence process, NHHA staff performs the necessary evaluation and analysis of the potential partner for review, approval and endorsement.

PROGRAM BENEFITS INCLUDE:

► Complimentary NHHA Corporate Membership

MEMBER BENEFITS:

- » Featured in *Corporate Member Spotlight* on NHHA website home page with brief company description and hyperlink to company website for one month on rotations with other Endorsed Business Partners
- » Social media recognition as an Endorsed Business Partner on NHHA platforms
- » Company listing on the NHHA website with hyperlink to your home page
- » Subscription to NHHA's electronic newsletters: *Daily Digest*, *Legislative Newsletter*
- » Logo placement and spotlight in NHHA *Daily Digest* e-newsletter for one month (at least once per year)
- » Company listing in NHHA Member Value Report (distributed quarterly to Hospital CEOs)
- » Opportunity to sponsor NHHA educational events held for hospital members

ANNUAL MEETING BENEFITS:

- » Complimentary Sponsorship of NHHA / FHC Annual Meeting
- » Complimentary registration for up to three company representatives (includes food)
- » Opportunity for additional company representatives to attend NHHA / FHC Annual Meeting at Member Rate (beyond your three complimentary registrations)
- » Logo placement on the NHHA / FHC Annual Meeting event web page with a hyperlink to your home page
- » Logo placement in NHHA / FHC Annual Meeting program with brief company description and website
- » Recognition on signage at NHHA / FHC Annual Meeting
- » Invitation to attend Private Reception with Hospital Chief Executive Officers on the first night of annual meeting

- » Opportunity for three company representatives to participate in the Annual Meeting Golf Tournament
- » Opportunity to provide promotional items with company logo for attendees

- Provide opportunities to promote EBP products or services to key decision makers for hospitals and health systems in New Hampshire
- Access to the NHHA's expertise, market intelligence and relationships
- Special promotional e-mail blasts to NHHA membership introducing new business partner, new products and/or new service lines
- Provide email, phone, virtual or face-to-face introductions into hospital decision makers in New Hampshire
- Company listed on the NHHA website under Endorsed Business Partner program section, with company name, logo, description and a link to EBP's website
- Use of NHHA logo for marketing purposes in New Hampshire
- Access to the NHHA online Membership Directory
- Endorsement letter signed by the CEO of the New Hampshire Hospital Association