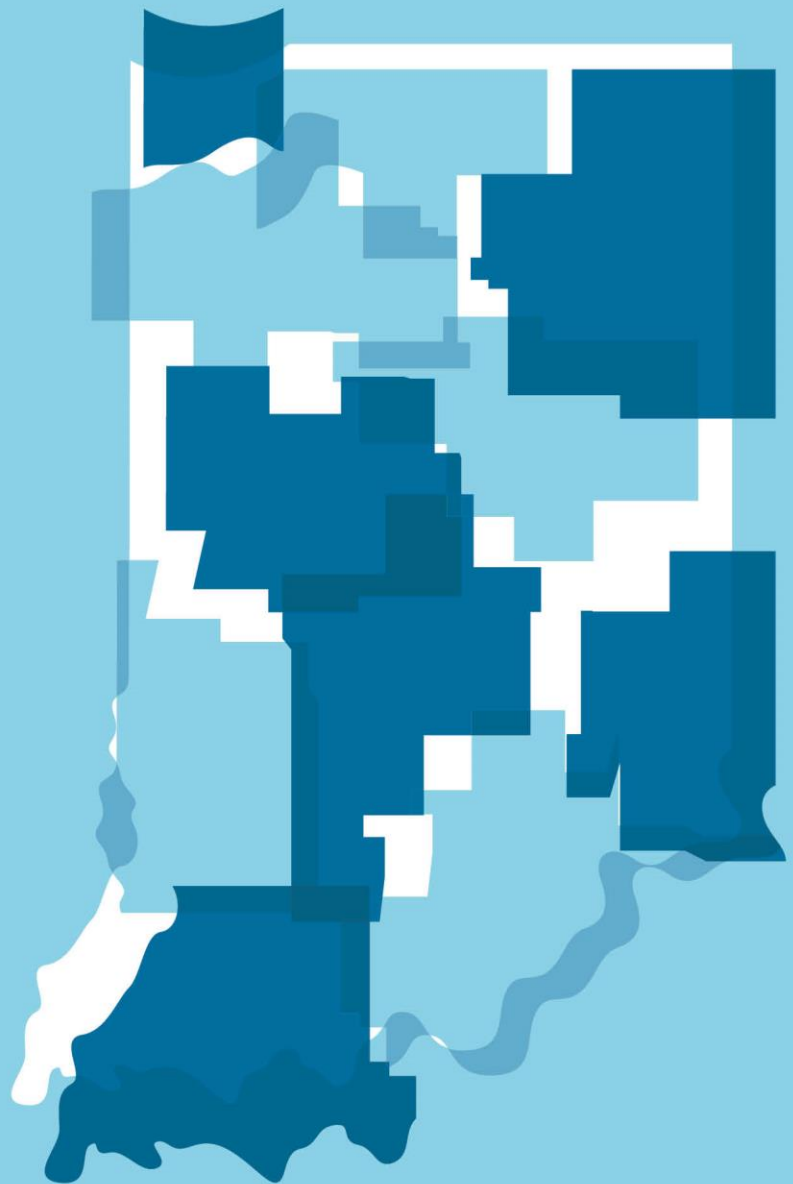


# PARTNERSHIP OPPORTUNITIES

*2022*



**Indiana  
Hospital  
Association**

*IHAconnect.org*

# Mission

Our mission at the Indiana Hospital Association is to provide leadership, representation and services in the common best interest of our members as they promote the improvement of community health status.

## *Our Members*

Our members include nearly every Indiana hospital in the state, and our leadership is comprised of hospital executives and industry experts.

## *Our Sponsors*

We provide ongoing, significant value to our members by seeking health care focused sponsoring companies to provide financial resources that directly support our mission.

### Corporate Sponsors

The corporate sponsor program is ideal for companies that are primarily interested in having a promotional presence within IHA marketing materials, as well as access to our membership directory. Additionally, our corporate sponsors welcome the opportunity to network by attending “members only” events throughout the year.

There are three levels of IHA corporate sponsorship, including Platinum Partner, Gold Underwriter and Silver Sponsor. Each of the three options contains a slightly different mix of inclusions, designed to meet the budgetary needs and strategic goals of the sponsoring company.

**Annual Fee: Platinum Partner (\$15,000), Gold Underwriter (\$10,000) and Silver Sponsor (\$5,000)**

### Endorsed Business Partner Program

This program was established to provide cutting edge and cost-effective solutions for member hospitals. The business partners selected are expected to meet high quality standards and offer products or services that help health care facilities avoid costs, recover revenue, reduce operating and capital expenses, improve management and quality, increase productivity, develop staff resources and apply new strategies.

Through a process of due diligence, IHA staff performs the necessary evaluation and analysis of each potential partner, followed by approval and endorsement by a special selection committee made up of executives from Indiana hospitals, including representatives from IHA's Board of Directors.

The Endorsed Business Partner Program exists purely as a resource for IHA members. Partners provide discounts to IHA members as a condition of their endorsement, and we ask that they be considered as appropriate in our members' evaluation process.

**Fee: Flat monthly fee + a negotiated % of sales derived from member hospitals**

*How does this program differ from the Corporate Sponsor Program?*

- The Association endorses specific products or service lines, not companies. The selection committee determines all appropriate products and service lines.
- IHA staff assists each Endorsed Business Partner with personal outreach to individuals within member facilities whenever possible.
- Once a particular service or product is endorsed by IHA, the business partner will enjoy exclusivity for that endorsement, as long as they remain active in the program.

## *Corporate Sponsorship Program*

|   | Platinum \$15,000 | Gold \$10,000 | Silver \$5,000 |
|---|-------------------|---------------|----------------|
| <b>Communications</b>   |                   |               |                |
| Subscription to Harmony, IHA's quarterly publication  | ♦                 |               |                |
| 500-word story in Harmony (once/calendar year)  | ♦                 |               |                |
| Quarter page ad in Harmony (once/calendar year)   | ♦                 |               |                |
| Exclusive opportunity to purchase ad space in Harmony (closed to non-sponsors)                  | ♦                 | ♦             | ♦              |
| Complimentary IHA membership directory  | 3                 | 2             | 1              |
| Subscription to IHA weekly e-newsletter   | ♦                 | ♦             | ♦              |
| Recognition in IHA membership directory (Platinum includes logo & description)                  | ♦                 | ♦             | ♦              |
| Listed on IHA website with link to sponsor website  | ♦                 | ♦             | ♦              |
| Member only access to IHA website   | ♦                 | ♦             | ♦              |
| Opportunity to attend IHA educational programs at the member registration fee                   | ♦                 | ♦             | ♦              |
| <b>Annual Membership Meeting Inclusions</b>   |                   |               |                |
| Verbal recognition by IHA during meeting  | ♦                 |               |                |
| Title sponsor rights (logo prominently included on all meeting materials)                       | ♦                 |               |                |
| Invitation to IHA Board Dinner during the Annual Meeting  | ♦                 |               |                |
| List of meeting attendees prior to event  | ♦                 | ♦             | ♦              |
| Complimentary meeting registration  | 3                 | 2             | 1              |
| Sponsorship of a general session speaker  | ♦                 |               |                |
| Complimentary sponsorship of meeting enhancement<br>(breaks, wifi, etc., based on availability) |                   | ♦             |                |
| Open networking during the event  | ♦                 | ♦             | ♦              |
| Sponsorship identification in promotional materials   | ♦                 | ♦             | ♦              |

## Our Corporate Partners

### Endorsed Business Partners

- ★ Bill Dunbar and Associates
- ★ CHG Healthcare
- ★ CommerceHealthcare
- ★ Direct Energy
- ★ First American Healthcare Finance
- ★ Lincoln Financial Group
- ★ Managed Care Advisory Group
- ★ Medical Solutions
- ★ Merritt Hawkins
- ★ PARA Healthcare Analytics
- ★ SUNRx

### Silver Sponsors

- ★ BKD CPAs & Advisors
- ★ BSA LifeStructures
- ★ Guidon Design
- ★ Indiana Donor Network
- ★ Indiana Rural Health Association
- ★ LabCorp
- ★ MedPro Group
- ★ Purdue Healthcare Advisors
- ★ Ross & Baruzzini
- ★ Taft Stettinius & Hollister

### Insurance Solutions Provider

- ★ Gallagher

### Platinum Partners

- ★ Ivy Tech Community College

### Gold Underwriter

- ★ MKM architecture + design

## ***Annual Meeting Sponsorship Program***

The 2022 Indiana Hospital Association Annual Meeting, scheduled for November 1-2, provides the ideal environment for connecting with prospective clients and enhancing relationships with existing ones. Through sponsorship, you can network, gain visibility for your products and services, and be recognized for supporting Indiana hospitals by helping make this important and valuable membership meeting possible.

IHA offers a wide variety of events and activities for sponsorship, including session sponsorships and meal functions. With such a broad range of sponsorship levels available, it's easy to reach influential hospital executives and decision makers with your message.

Annual Meeting sponsorship opportunities are outlined on the [event page](#) of our website.