



**Minnesota Hospital Association**  
Endorsed Business Partner

## MHA Endorsed Business Partner Program

The Minnesota Hospital Association's (MHA) Endorsed Business Partner (EBP) program identifies innovative organizations for partnership with MHA and its members to advance the health of Minnesotans. The selected business partners improve hospital and health system operations by providing value-added services to hospitals and health systems in Minnesota. Through a rigorous and deliberate vetting process, the MHA EBP program matches issue-specific member needs with products and/or services from innovative, value-added vendor selections.

The selected business partners are expected to meet high-quality standards and offer products or services that help health care organizations 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, MHA performs the necessary evaluation and analysis of the potential partner for review, approval and endorsement.

### PROGRAM BENEFITS INCLUDE

- Opportunities to promote your product or service to key decision-makers for hospitals and health systems in Minnesota:
  - Special promotional email to targeted MHA members introducing new business partner, new products or new service lines
  - Company webinar hosted by MHA for members
  - Company promotion in the MHA newsletter, which reaches more than 3,000 members and stakeholders
  - EBP sponsorship at the MHA Annual Meeting
  - Complimentary in-person exhibit or virtual showcase opportunity at three major MHA meetings and conferences, including the Winter Trustee Conference, Health Care Leadership Institute and Annual Meeting, along with one complimentary registration to each conference
- Work closely with MHA's leadership team to provide insight into Minnesota's evolving health care landscape
- Active promotion through emails, phone calls or face-to-face introductions to hard-to-reach hospital and health system decision-makers
- Featured listing on MHA Endorsed Business Partner program webpage, with company name, logo, description, contact information and link to company's website
- Endorsement letter signed by MHA's president and CEO
- Use of MHA's Endorsed Business Partner logo
- Access to attend an annual meeting exclusive to EBP members with MHA's president and CEO and key MHA leaders to dialogue and discuss legislative updates, Minnesota's health care landscape, health care insights and MHA updates

*over*

**For more information, please contact Brian C. Stevens at [endorsements@mnhospitals.org](mailto:endorsements@mnhospitals.org) or 512-813-7667**

- Complimentary MHA associate membership, with benefits including:
  - Opportunities to sponsor, attend and present at MHA networking events, education programs and conferences
  - Visibility with MHA members through featured listing on the MHA website and in the MHA membership directory
  - Access to MHA membership directory with contact information for hospital leaders
  - Opportunity to purchase mailing lists of MHA members and access hospital industry database information
  - Subscription to weekly MHA newsletter with timely information of relevance to health care in Minnesota