



## MHA Associate Membership

The Minnesota Hospital Association (MHA) represents Minnesota's nonprofit hospitals and health systems, which employ more than 127,000 people, provide high-quality care for patients and meet the needs of our communities. Since 1917, MHA has worked to provide Minnesota's hospitals and health systems with the resources, best practices and guidance to provide an exceptional patient experience and high-quality, affordable care that extends beyond the hospital's walls.

MHA offers associate membership to business partner organizations that interact with Minnesota hospitals and health systems. Associate members gain exposure to key health care decision-makers, access to educational sessions and opportunities to sponsor MHA programs.

MHA partners with more than 100 companies that provide a wide variety of services to our members – accountants, architects, consultants, lawyers, employee benefit managers, medical waste firms and more. Visit MHA's website for a current list of associate members.

### Benefits of associate membership

- **Partnership and networking with health care leaders**

MHA associate members have frequent contact with hospital leaders through a range of events, from education programs and conferences to our annual meeting. Associate membership demonstrates your support for the health care industry and shows your clients and potential clients that you are actively partnering with health care leaders.

- **Education on health care issues**

Associate members can go in-depth on the latest trends in health care at numerous conferences and educational sessions. Associate members can present and connect with health care leaders at education programs.

- **Sponsorship opportunities**

Associate members benefit from unique sponsorship and marketing opportunities. By sponsoring a conference or program, associate members can elevate their profile with Minnesota's hospitals and health systems.

- **Visibility with MHA members**

Associate members are featured on the MHA website and in the MHA membership directory, which is an invaluable resource used by health care executives throughout the state. Associate members also have the opportunity to purchase mailing lists of MHA members and access hospital industry database information.

- **Resources to help you stay informed**

Associate members receive timely information of relevance to health care in Minnesota through Newsline, MHA's weekly newsletter. In addition, associate members can access the MHA membership directory, which includes contact information for hospital leaders.

### Conference events and sponsorship opportunities

Associate members can promote products and services to our exclusive audiences of CEOs, administrators, board members and health care professionals. Sponsorship opportunities include breaks, lunches, programs/sessions, receptions and giveaways. Have another sponsorship idea? MHA is open to your creative suggestions.

#### Conferences

##### Winter Trustee Conference

Jan. 10-12, 2020

Minneapolis Marriott Northwest, Brooklyn Park

##### Health Care Leadership Institute

March 3-5, 2020

Crowne Plaza Minneapolis West, Plymouth

over

### **Summer Trustee Conference**

July 10-12, 2020

Arrowwood Resort and Conference Center, Alexandria

### **Annual Meeting**

Sept. 16-18, 2020

Madden's on Gull Lake, Brainerd

### **Become an associate member**

Complete a [membership application](#) to become an associate member. MHA's board of directors reviews and formally approves applications.

For 2020, associate membership dues are \$1,500, prorated quarterly.

### **Questions?**

With questions, contact [Jenny Sanislo](#), program coordinator/division assistant, MHA.

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