



Minnesota Hospital Association
Endorsed Business Partner

MHA Endorsed Business Partner Program

The Minnesota Hospital Association's Endorsed Business Partner (EBP) program identifies innovative organizations for partnership with MHA and its members. Hospitals and health systems communicate common needs, which MHA seeks to find solutions for by researching best-in-class vendors to solve problems. Through a rigorous and deliberate vetting process, the MHA EBP program puts forward solutions in finance, workforce, information technology, and operations to enhance Minnesota's hospitals and health systems.

PROGRAM BENEFITS INCLUDE

- Regular check ins with MHA leadership to provide insight to Minnesota's evolving health care landscape and MHA's membership
- Co-marketing of solution and company, including MHA staff conducting site visits during which the EBP program is promoted along with relevant solutions
- Webinar opportunities to share company information, which will be marketed by MHA
- Promotional emails introducing new endorsed business partner, products, or service lines
- Annual advertising placement in MHA Newslines, which reaches several thousand people
- EBP gold-level sponsorship at the MHA Annual Meeting
- Complimentary in-person exhibit space at MHA's two major meetings: Health Care Leadership Institute and Annual Meeting, along with one complimentary registration to each conference
- Introductions to hard-to-reach hospital and health system decision makers
- Featured listing on MHA's Endorsed Business Partner program webpage with company name, logo, description, contact information, and link to company website
- Endorsement letter signed by MHA's president and CEO
- Use of MHA's Endorsed Business Partner logo
- 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 in the MHA membership directory
 - Access to MHA membership directory with contact information for hospital leaders
 - Subscription to weekly MHA newsletter with timely information of relevance to health care in Minnesota

For more information, please contact Drew Wolf at dwolf@mnhospitals.org or 612-400-5349