



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 workforce, revenue cycle and business 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	Introductions to hard-to-reach hospital and health system decision makers
Co-marketing of solution and company, including MHA staff conducting site visits during which the EBP program is promoted along with relevant solutions	Featured listing on MHA's newly rebranded and refreshed Endorsed Business Partner webpage, including your company name, logo, description, contact information, and a direct link to your website.
Webinar opportunities to share company information, which will be marketed by MHA	Endorsement letter signed by MHA's president and CEO
Promotional emails introducing new endorsed business partner, products, or service lines	Use of MHA's Endorsed Business Partner logo
Annual advertising placement in MHA Newslines, which reaches 3,500+ people	Complimentary MHA associate membership with benefits including:
EBP gold-level sponsorship at the Health Care Leadership Institute and MHA Annual Meeting	• 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 • Subscription to weekly MHA newsletter with timely information of relevance to health care in Minnesota
In-person exhibit space at MHA's two major meetings: Health Care Leadership Institute and Annual Meeting, along with one registration to each conference	

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