Nebraska Hospital Association

2021 Affiliate Membership Program

Strengthening health care by building alliances

NHA Affiliate Membership Program

The Nebraska Hospital Association (NHA) is proud of its distinguished list of Affiliate Members. Together, we are focused on helping hospitals and health systems provide high quality, accessible and affordable health care for the citizens of Nebraska.

The NHA Affiliate Membership Program is designed to build and strengthen alliances and partnerships with companies that serve our hospital members by providing a wide variety of products and services. Through this membership opportunity, companies not only support the NHA through this non-dues revenue source, but also support the hospitals in their missions with these valuable services. There are several different types and levels of Affiliate Membership that allow our partners to align their marketing strategies with an affordable dues commitment.

LIVING THE MISSION

Nebraska hospitals do much more than care for the sick and injured. Safe havens in times of pain, trouble and hardship, hospitals are always there when needed—for emergencies, lifesaving treatments and life-enhancing education, welcoming new lives into the world, and helping patients and families at the end of life. Nebraska's hospitals contribute to the quality of life and health, going well beyond the walls of the hospital.

Hospitals are the third largest employer in the state, providing income and security for thousands of families in urban and rural communities.

It is the mission of the Nebraska Hospital Association to serve its members by being the trusted leader to improve the health, well-being and quality of life of all Nebraskans.

The NHA is governed by a 17-member board of directors that works closely with its membership to provide state and federal legislative advocacy, health care trend and regulatory information, educational programming, communication, data reports and special services.

Members rely on the NHA for information, education, advice and collaborative leadership to advance Nebraska hospitals' ability to provide exceptional health care.

Hospitals are the stewards of good health. Through partnerships with representatives in the health care industry, legislators, government and citizens, the NHA is able to assist in the development of strong, healthy communities.

BEYOND THE NUMBERS

The Nebraska Hospital Association represents 93 community hospitals and health systems in Nebraska.

- **65** Critical Access Hospitals (CAHs)
- **10** rural hospitals
- **15** urban hospitals
- **2** long-term acute care hospitals
- **2** rehabilitation hospitals

The contribution of Nebraska hospitals to their communities extends far beyond their role as cornerstones of health care. They are economic engines, providing stability and growth in the state—even when their own financial stability is affected.

more than **44,263** employees

nearly **7,100** beds

over **$1.3 billion**
in community benefits provided

nearly **$5 billion**
impact on total labor income

$11.7 billion
impact on total state economic output

Source: Nebraska Hospital Association's 2019 Nebraska Hospitals Community Benefits Report

Send completed application and payment to:

Nebraska Hospital Association
Attn: Heather Bullock, member services & events manager
3255 Salt Creek Circle, Suite 100
Lincoln, NE 68504-4778

Once application is received, the NHA board of directors will review your application at their next scheduled meeting.
Questions? Contact Heather Bullock at (402) 742-8148 or email hbullock@nebraskahospitals.org.

NHA Affiliate Membership Program

FAST FACTS

The NHA offers five levels of Affiliate Membership:

- Platinum
- Gold
- Silver
- Bronze
- Partner

There are many networking opportunities available by becoming an NHA Affiliate Member

The NHA hosts many networking opportunities for your company through events and educational programming throughout the year that are included as part of Affiliate Membership Program benefits.

Events include Spring Forum & Golf Tournament, and the Annual Convention. Benefits of NHA Affiliate Membership also include exposure for your company in several NHA publications, including: *Nebraska Health Care Resource Directory, Healthier Nebraska* quarterly magazine*, Member Value Report, Newslink,* Convention book and the NHA website.

The NHA Annual Convention is Nebraska's largest statewide health care event and trade show, providing one-on-one networking opportunities with health care decision makers.

Convention attendees include:
CEOs, CFOs, COOs, CNOs, human resources, purchasing, marketing, IT, safety/quality managers, engineers, social workers and many others.

- NHA Annual Convention trade show booth space typically sells out each year prior to registration deadline.
- NHA Annual Convention hosts an average of approximately 1,000 attendees each year.

TESTIMONIALS

As an Affiliate Member of the Nebraska Hospital Association, BD Construction staff are treated like old friends at NHA events. We have been able to build relationships with administrators and directors of nursing, as well as other key leaders. The meetings provide an opportunity for us to see all of the health care decisionmakers at one-time and to touch base with current and past clients, as well as prospective ones. Plus, the staff at NHA has always been terrific to work with and have made sure that we get the most out of our membership.

Marsha Wilkerson, Marketing & Community Outreach, BD Construction, Kearney

*See more testimonials on the back page

The NHA has provided MyVitalz with unparalleled access to Nebraska's hospitals and health systems... where we have the opportunity to present cutting-edge telemonitoring solutions for their patients in near realtime, providing patient empowerment and critical cost reduction for health care providers.

The NHA also has provided MyVitalz and other critical services providers with a myriad of data, educational content, conferences, meetings, forums and venues designed to support Nebraska's health care industry's infrastructure. We are grateful to be strategic partners in this endeavor.

Justus M. Decher, Founder
MyVitalz, LLC, Omaha

NHA Affiliate Membership Program

SPONSORSHIP LEVELS

Platinum Affiliate Membership - $15,000

BENEFITS YOU RECEIVE:

- One-time new membership announcement on NHA website home page spotlight for 30 days.
- Company logo permanently placed on the NHA website home page with link to your website and company listing on NHA Affiliate member web page with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Full page ad in the NHA Nebraska Health Care Resource Directory with preferential placement.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article annually about your company to be included in *Healthier Nebraska* magazine.
- Subscription to NHA's electronic newsletters.
- Member rate to attend NHA educational programs and events.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.
- Platinum sponsor ribbon on name badge at each NHA meeting attended.
- Opportunity to have your company's educational events included in NHA's e-newsletters.

NHA Annual Convention & Trade Show

- Trade Show booth with preferential placement at the largest health care trade show in Nebraska. Also includes your company's information listed in Convention book.
- Platinum sponsor listing with your company's logo in NHA Convention registration book on the sponsor page.
- Platinum sponsor listing on the NHA website with link to your company's website.
- Platinum sponsor listing on welcome banner throughout Convention (separate from sponsor banner).
- Full page ad in the Convention registration book.
- Complimentary registrations for four company representatives to attend the NHA Convention programs.
- Sponsorship of all coffee breaks on the first day of Convention.
- Opportunity to join the members of the NHA board of directors at their dinner prior to the beginning of NHA Convention for up to two company representatives.
- Exclusive sponsorship of one keynote speaker.

NHA Spring Forum & Golf Tournament

- Complimentary registrations for four company representatives to attend the forum.
- Complimentary registrations for four company representatives to participate in golf tournament.
- Exhibit space.
- Company recognition in the registration brochure and event signage.
- Company recognition on Spring Forum web page including your company logo and link to your website.
- Sponsorship of one speaker with company logo included in event brochure near speaker information.
- Sponsorship of one break.

NHA Advocacy Day

- Verbal company sponsorship recognition during program.
- Company recognition in registration brochure.
- Company recognition on the NHA Advocacy Day web page with link to your company's website.
- Complimentary registration for two company representatives.

NHA Leadership Institute

- Sponsorship of the NHA Leadership Institute.
- Recognition in registration brochure and other Leadership Institute marketing materials.
- Company logo on Leadership Institute web page with link to your website.

Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.



NHA Affiliate Membership Program

SPONSORSHIP LEVELS

Gold Affiliate Membership - $10,000

BENEFITS YOU RECEIVE:

- One-time new membership announcement on NHA website home page spotlight for 30 days.
- Company logo permanently placed on the NHA home page with link to your website and company listing on NHA Affiliate Member web page with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Half page ad in the NHA Nebraska Health Care Resource Directory with preferential placement.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article annually about your company to be included in *Healthier Nebraska* magazine.
- Subscription to NHA's electronic newsletters.
- Member rate to attend NHA educational programs and events.
- Gold sponsor ribbon on name badge at each NHA meeting attended.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.
- Opportunity to have your company's educational events included in NHA's e-newsletters.

NHA Annual Convention & Trade Show

- Trade Show booth with preferential placement at the largest health care trade show in Nebraska. Also includes your company's information listed in Convention book.
- Gold sponsor listing with your company's logo in NHA Convention registration book on sponsor page.
- Gold sponsor listing on the NHA website with link to your company's website.
- Gold sponsor listing on sponsor banner throughout Convention.
- Half page ad in the Convention registration book.
- Complimentary registrations for three company representatives to attend the NHA Convention programs.
- Sponsorship of Friday's continental breakfast.
- Opportunity to join the members of the NHA board of directors at their dinner prior to the beginning of NHA Convention for one company representative.

NHA Spring Forum & Golf Tournament

- Complimentary registrations for three company representatives to attend the forum.
- Complimentary registrations for three company representatives to participate in golf tournament.
- Exhibit space.
- Company recognition in the registration brochure and event signage.
- Company recognition on Spring Forum web page including your company logo and link to your website.

NHA Advocacy Day

- Verbal company sponsorship recognition during program.
- Company recognition in registration brochure.
- Company recognition on the NHA Advocacy Day web page with link to your company's website.
- Complimentary registration for one company representative.

Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.



NHA Affiliate Membership Program

SPONSORSHIP LEVELS

Silver Affiliate Membership - $6,000

BENEFITS YOU RECEIVE:

- One-time new membership announcement on NHA website home page spotlight for 30 days.
- Company logo for six months on the NHA home page with link to your company's website.
- Company listing on NHA website Affiliate Member page with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Quarter page ad in the NHA Nebraska Health Care Resource Directory.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article annually about your company to be included in *Healthier Nebraska* magazine.
- Subscription to NHA's electronic newsletters.
- Member rate to attend NHA educational programs and events.
- Silver sponsor ribbon on name badge at each NHA meeting attended.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.

NHA Annual Convention & Trade Show

- Trade Show booth at the largest health care trade show in Nebraska. Includes your company's information listed in Convention book.
- Silver sponsor listing with your company's logo in NHA Convention registration book on sponsor page.
- Silver sponsor listing on the NHA website with link to your company's website.
- Silver sponsor listing on sponsor banner throughout Convention.
- Quarter page ad in the Convention registration book.
- Complimentary registrations for two company representatives to attend the NHA Convention programs.

NHA Spring Forum & Golf Tournament

- Complimentary registrations for two company representatives to attend the forum.
- Complimentary registrations for two company representatives to participate in golf tournament.
- Exhibit space.
- Company recognition in the registration brochure and event signage.
- Company recognition on the NHA Spring Forum web page with link to your website.

Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.



NHA Affiliate Membership Program

SPONSORSHIP LEVELS

Bronze Affiliate Membership - $4,000

BENEFITS YOU RECEIVE:

- One-time new membership announcement on NHA website home page spotlight for 30 days.
- Company listing on NHA website Affiliate Member page with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Eighth page ad in the NHA Nebraska Health Care Resource Directory.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article annually about your company to be included in *Healthier Nebraska* magazine.
- Subscription to NHA's electronic newsletters.
- Bronze sponsor ribbon on name badge at each NHA meeting attended.
- Member rate to attend NHA educational programs and events.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.

NHA Annual Convention & Trade Show

- Trade Show booth at the largest health care trade show in Nebraska. Includes your company's information listed in Convention book.
- Bronze sponsor listing with your company's logo in NHA Convention registration book on sponsor page.
- Bronze sponsor listing on the NHA website with link to your company's website.
- Bronze sponsor listing on sponsor banner throughout Convention.
- Eighth page ad in the Convention registration book.
- Complimentary registration for one company representative to attend the NHA Convention programs.

NHA Spring Forum & Golf Tournament

- Complimentary registrations for one company representative to attend the forum.
- Complimentary registrations for one company representative to participate in golf tournament.
- Exhibit space.
- Company recognition in the registration brochure and event signage.
- Company recognition on the NHA Spring Forum web page with link to your website.

Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.



Any level of Affiliate Membership has the opportunity to choose from many additional sponsorships at the NHA Annual Convention:

- NHA Convention mobile app and banner ads
- The Caring Kind Awards Luncheon
- Networking Luncheon
- Trade Show Luncheon
- NHA Awards Banquet
- Keynote and Breakout Sessions
- Women's Leadership Luncheon
- Trade Show Exhibitor space
- Advertising
- Convention Bookstore
- Convention Charging Station
- Breaks
- Convention WIFI

NHA Affiliate Membership Program

SPONSORSHIP LEVELS

Partner Affiliate Membership - $1,250

BENEFITS YOU RECEIVE:

- One-time new membership announcement on NHA website home page spotlight for 30 days.
- Company listing on NHA website with link to your website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska,* a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Subscription to NHA's electronic newsletters.
- Member rate to attend NHA educational programs and sponsor events.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.
- Sponsor ribbon on name badge at each NHA meeting attended.
- Partner Affiliate Members also have the opportunity to purchase an ad for inclusion in the NHA Resource Directory and the NHA Convention book for an additional fee (member rates).

Spring Forum & Annual Convention Trade Shows

- Listing as Partner Affiliate Member in NHA Convention book.
- Partner Affiliate Members have the opportunity to purchase an exhibitor booth to participate in the Spring Forum and the Annual Convention Trade Shows for an additional fee of $1,000 per event as space allows (first come, first served). If you choose not to become an Partner Affiliate Member and still would like to participate in the Convention Trade Show, you may purchase an exhibitor booth for $2,250 if space is available. Exhibit space is limited and priority is given to Platinum, Gold, Silver and Bronze Affiliate Members, as their benefits packages each include exhibitor space.

Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.

Something to Consider

If you choose to become a Partner Affiliate Member, note that a Bronze Affiliate Membership includes an exhibitor booth at both Spring Forum and the Annual Convention, along with many more benefits for only $2,750 more (exhibit space at each NHA event is $1,000 for Partner Level Affiliates). Silver Affiliate Membership includes an exhibitor booth along with **even more** benefits. See pages 14-15 for benefit comparison by level. For more information about exhibiting at the Spring Form and Annual Convention Trade Show, contact Heather Bullock at (402) 724-8148 or email hbullock@nebraskahospitals.org.

REQUEST for PROPOSALS

As a member of the NHA Affiliate Membership Program, you have the opportunity to submit a Request for Proposal (RFP) to present an educational session to the NHA membership during the calendar year. This is NOT a guarantee that the submitted proposal will be accepted and incorporated into the year's educational offerings. Presentation topics proposed must be of interest to our members and in line with our mission. There are no honorariums or travel expenses paid for education presentations.

All proposals are reviewed by the NHA Research and Educational Foundation's Education Advisory Group for final determination of acceptance. This group consists of a cross-section of 15 individuals from NHA member hospitals including CEOs, CFOs, DONs, human resource and education staff, as well as management and clinical staff from across the state. The Advisory Group makes selections based upon programming they feel will be the most targeted, timely and beneficial in addressing the educational needs of hospitals during the year.

We are looking for new and innovative educational offerings/speakers for a variety of venues:

- Full day, stand-alone educational sessions.
- Half day, stand-alone educational sessions.
- Breakout presentations at the NHA Annual Convention and NHA Spring Forum.
- Webinar presentations for NHA members and/or hospitals in other states across the country via a network of the 50 state hospital associations.

NHA Affiliate Membership Program

EVENTS & PROGRAMS

Advocacy Day (March 31, 2021 - Virtual Event)

To accomplish its mission and serve its members, the NHA proactively positions itself as the most respected, knowledgeable and influential resource for the development of health care policy by providing strong leadership, communicating effectively and strategically collaborating with policymakers, NHA members and other stakeholders. NHA Advocacy Day is a half-day workshop designed to provide hospital CEOs, advocacy team members, trustees, key hospital staff, state senators and their staff, leaders of HHS and other state health care advocates with important information about state and federal legislative issues. The event culminates at a luncheon with Nebraska's state senators. The event is held annually in the spring during the Legislative session.

Spring Forum & Golf Tournament (May 19-21, 2021 - Younes Conference Center, Kearney)

The NHA Spring Forum is a smaller annual event than the Annual Convention and has historically been targeted at the C-Suite at Critical Access Hospital member hospitals. This event is held in conjunction with the summer meeting of the Nebraska Chapter of the Healthcare Financial Management Association (HFMA). HFMA co-sponsors the annual golf tournament that is held the day before the Forum. The Spring Forum includes individualized tracks of education for CEOs, CFOs and HR.

Annual Convention & Trade Show (October 20-22, 2021 - Embassy Suites, La Vista)

The NHA Annual Convention is the largest gathering of health care professionals in the state and brings together hundreds of health care professionals to gain insight on leadership, new technology and industry trends, quality excellence and human motivation. Health care professionals network with business colleagues and make contacts at the trade show. With more than 100 exhibitors, this is your BEST opportunity to network and make contacts with health care decision makers from across Nebraska at one exciting event! The Convention features keynote sessions by nationally known speakers and individual breakout meetings conducted by a variety of professional membership groups. The NHA Annual Convention offers more than a dozen sponsorship opportunities other than the trade show to promote your company's expertise. The event is held annually in the fall.

Leadership Institute (Year-long program)

In our commitment to strengthen and promote the leadership skills of Nebraska hospital employees, the NHA Research and Educational Foundation developed the NHA Leadership Institute in 2004. The NHA Leadership Institute provides up-and-coming leaders within hospitals the necessary skills to become exceptional leaders and puts them on the pathway to senior management positions. Experts from the Bellevue University Corporate Learning Department serve as faculty for the Leadership Institute. Each year, approximately 40 health care professionals from across Nebraska come together for a year-long program designed to instruct, inspire and invigorate. Participants establish peer-to-peer connections and lifelong bonds with classmates and faculty.

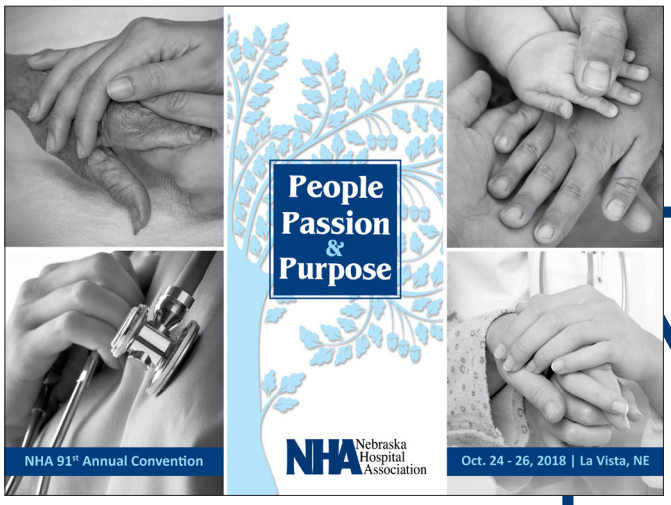
CONNECT with NEBRASKA HOSPITALS

We pride ourselves in keeping the most updated information on our member hospitals. On our website, we include each member hospital's website address, mailing address, phone number and CEO name. When staff changes are announced for a member hospital, we are notified and we update our databases accordingly and announce in our weekly e-newsletter, *Newslink.*

If you are looking to send out targeted mailings to our member hospitals, please contact Heather Bullock, member services and events manager, at (402) 742-8148 or hbullock@nebraskahospitals.org, to discuss opportunities for us to help.

NHA Annual Convention Marketing Samples

With hundreds of attendees, the NHA Annual Convention provides optimal exposure for your company in many ways!



NHA Annual Convention book





Sponsorship of keynote speaker, breakout session, etc.



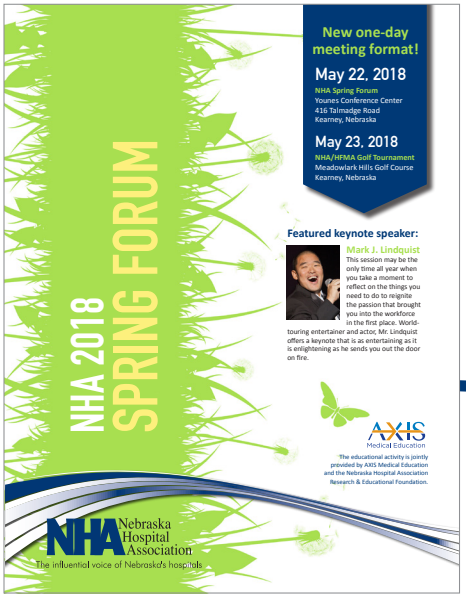
Exhibit booth at largest health care trade show in Nebraska





NHA Convention web page & e-newsletter

NHA Spring Forum & Golf Tournament Marketing Samples







NHA Spring Forum & Golf Tournament brochure



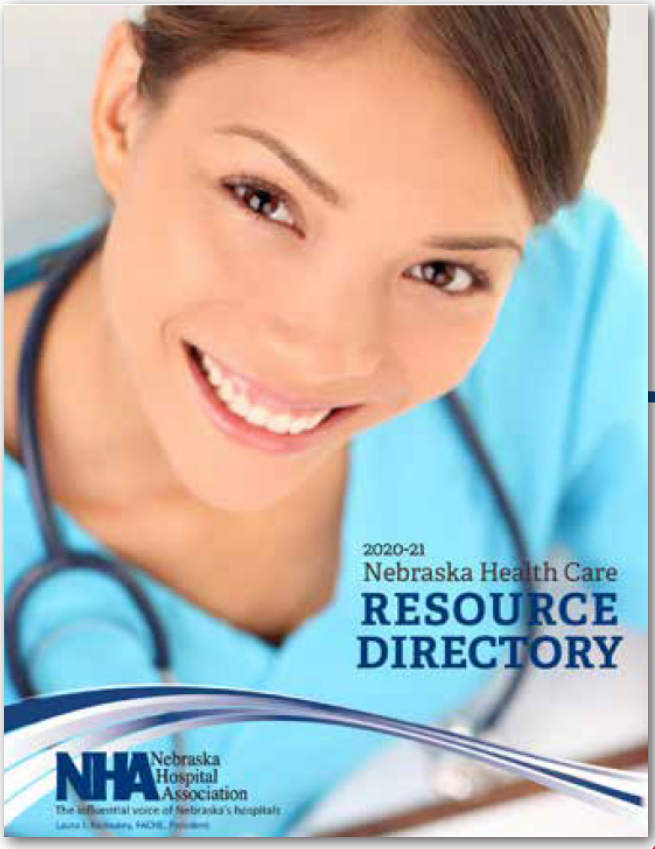
Golf Tournament hole sponsor sign (12” x 18”)





Golf sponsor sign & Forum sponsor sign (24” x 36”)

Nebraska Health Care Resource Directory Marketing Samples



NHA Health Care Resource Directory ad examples
(Ads shown not intended as preferential treatment of advertiser.)



NHA AFFILIATE MEMBERS

PLATINUM AFFILIATE MEMBER

LMC Insurance & Risk Management — See our ad on the back cover
4200 University Avenue, Ste. 200
West Des Moines, IA 50266-5945
Ford Singbush, vice president
Phone: 800/677-1529 or 515/237-0138
Fax: 515/244-9535
Email: ford.singbush@lmcins.com
Website: lmcins.com
Insurance, workers' compensation & risk services

SILVER AFFILIATE MEMBERS

Altus Architectural Studios — See our ad on page 6
12925 W. Dodge Road, Ste. 201
Omaha, NE 68154-2145
Angie Gerlach, director, business development & marketing
Phone: 402/616-4157 • Fax: 402/334-9023
Email: agerlach@altusstudios.com
Website: altusstudios.com
Healthcare planning, architecture and interior design

COPIC — see our ad on page 16
P.O. Box 17540
Denver, CO 80217-0540
Jim Bishop, senior market manager
Phone: 720/858-6184 • Fax: 720/858-6206
Email: jbishop@copic.com
Website: callcopic.com
Professional liability insurance

Creighton University — See our ad on page 106
2500 California Plaza
Omaha, NE 68178
Laurie Baedke, FACHE, FACMPE, dir. of healthcare leadership
Phone: 402/280-4948
Email: lauriebaedke@creighton.edu
Website: creighton.edu
Education

MMIC — See our ad on page 81
7701 France Avenue South, Ste. 500
Minneapolis, MN 55435
Keely Kinnick Sanden, business development consultant
Phone: 712/684-2500 • 515/577-3888 mobile
Email: keely.kinnicksanden@mmicgroup.com
Website: mmicgroup.com
Medical liability insurance & risk management services

SilverStone Group — See our ad on page 7
11516 Miracle Hills Drive, Ste. 100
Omaha, NE 68154
John Marshall, CRM, CIC, AAI, principal, professional risk services
Phone: 402/964-5559 • Fax: 402/557-6321
Email: jmarshall@ssgi.com
Cara A. Kirsch, vice president, group benefits
Phone: 402/964-5772 • Fax: 402/964-5504
Email: ckirsch@ssgi.com
Website: silverstonegroup.com
Risk management, human capital consulting

Union Bank & Trust Company — See our ad on page 87
6801 S. 27th Street
Lincoln, NE 68512
Jan Sheridan, vice president, treasury management
Phone: 402/323-1519 • Fax: 402/323-1195
Email: jan.sheridan@ubt.com
Website: ubt.com
Financing, retirement plans, corporate trusts

BRONZE AFFILIATE MEMBERS

American National Bank — See our ad on page 17
8990 W. Dodge Road
Omaha, NE 68114
Ed Finan, first vice president
Phone: 402/399-5028 • Fax: 402/399-5057
Email: efinan@anbank.com
Website: anbank.com
Banking

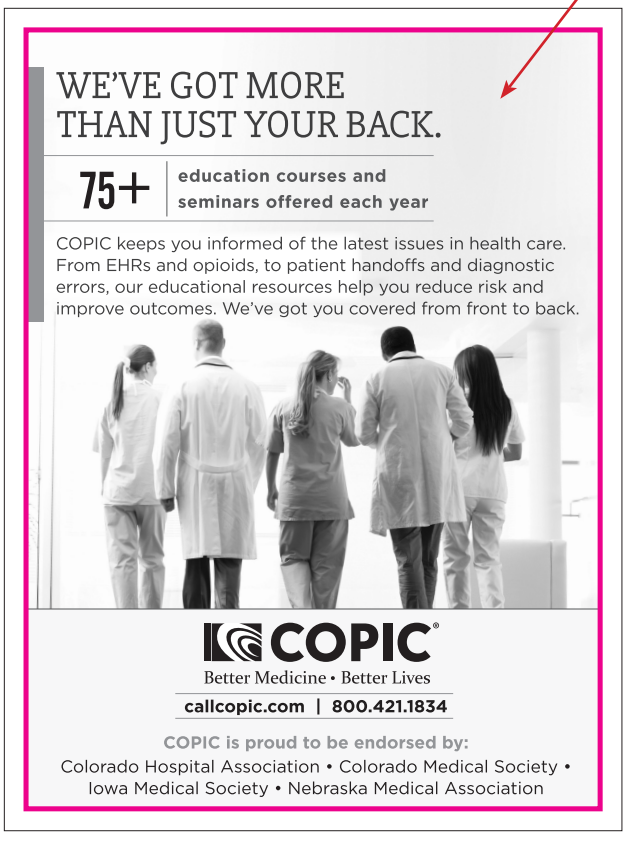
Ameritas Investment Corp. — See our ad on page 113
390 N Cotner Blvd.
Lincoln, NE 68505
Marc Munford, vice president
Phone: 402/467-6909
Email: mmunford@ameritas.com
Website: ameritas.com
Finance

Ameritex Services — See our ad on page 22
1321 S. 20th Street
Omaha, NE 68108
Aimee Forbes, director of operations
Phone: 402/592-4975 • 800/373-2229
Email: aimee@ameritexservices.com
Website: ameritexservices.com
Laundry service provider

athenahealth, Inc. — See our ad on page 20
311 Arsenal Street
Watertown, MA 02472
Kate Bradbury, senior marketing manager
Phone: 617/402-2233
Email: kbradbury@athenahealth.com
Website: athenahealth.com
EHR & revenue cycle management company

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Company listing included



full page page ad

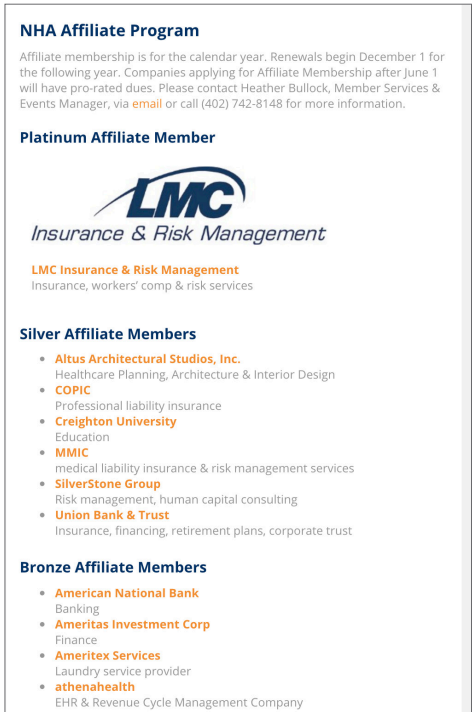


1/2 page ad
(8.5 x 11 page)

1/4 page ad

1/8 page ads

Samples of Other Benefits



NHA Affiliate Program

Affiliate membership is for the calendar year. Renewals begin December 1 for the following year. Companies applying for Affiliate Membership after June 1 will have pro-rated dues. Please contact Heather Bullock, Member Services & Events Manager, via email or call (402) 742-8148 for more information.

Platinum Affiliate Member

LMC Insurance & Risk Management

LMC Insurance & Risk Management
Insurance, workers' comp & risk services

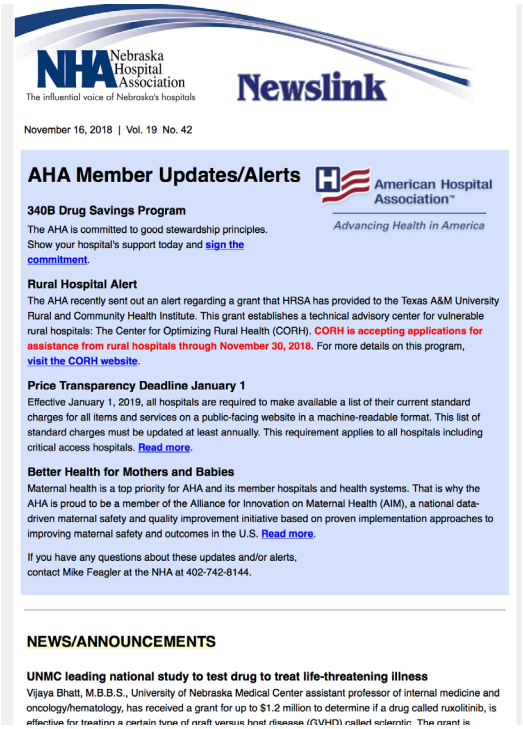
Silver Affiliate Members

- **Altus Architectural Studios, Inc.**
  Healthcare Planning, Architecture & Interior Design
- **COPIC**
  Professional liability insurance
- **Creighton University**
  Education
- **MMIC**
  medical liability insurance & risk management services
- **SilverStone Group**
  Risk management, human capital consulting
- **Union Bank & Trust**
  Insurance, financing, retirement plans, corporate trust

Bronze Affiliate Members

- **American National Bank**
  Banking
- **Ameritas Investment Corp**
  Finance
- **Ameritex Services**
  Laundry service provider
- **athenahealth**
  EHR & Revenue Cycle Management Company

Company's information listed on NHA website with link



Nebraska Hospital Association
The influential voice of Nebraska's hospitals

Newslink

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AHA Member Updates/Alerts

American Hospital Association™
Advancing Health in America

340B Drug Savings Program
The AHA is committed to good stewardship principles. Show your hospital's support today and sign the commitment.

Rural Hospital Alert
The AHA recently sent out an alert regarding a grant that HRSA has provided to the Texas A&M University Rural and Community Health Institute. This grant establishes a technical advisory center for vulnerable rural hospitals: The Center for Optimizing Rural Health (CORH). CORH is accepting applications for assistance from rural hospitals through November 30, 2018. For more details on this program, visit the CORH website.

Price Transparency Deadline January 1
Effective January 1, 2019, all hospitals are required to make available a list of their current standard charges for all items and services on a public-facing website in a machine-readable format. This list of standard charges must be updated at least annually. This requirement applies to all hospitals including critical access hospitals. Read more.

Better Health for Mothers and Babies
Maternal health is a top priority for AHA and its member hospitals and health systems. That is why the AHA is proud to be a member of the Alliance for Innovation on Maternal Health (AIM), a national data-driven maternal safety and quality improvement initiative based on proven implementation approaches to improving maternal safety and outcomes in the U.S. Read more.

If you have any questions about these updates and/or alerts, contact Mike Feagler at the NHA at 402-742-8144.

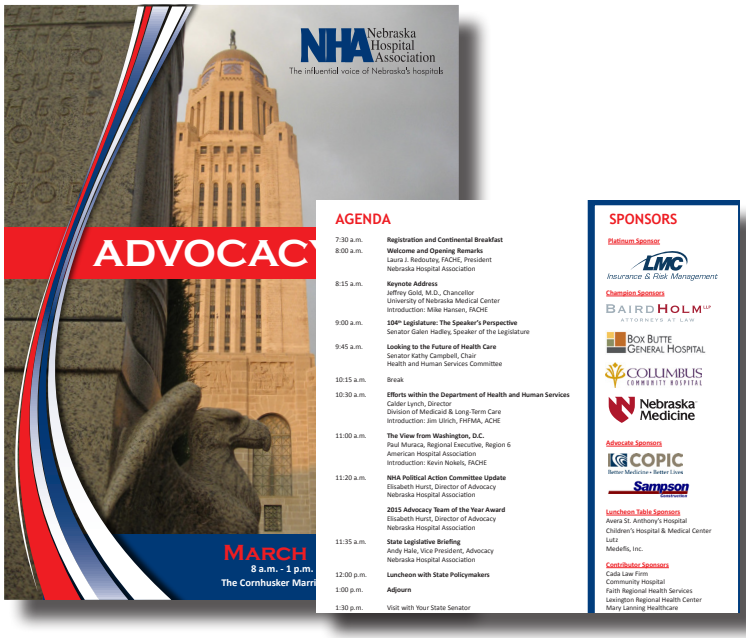
NEWS/ANNOUNCEMENTS

UNMC leading national study to test drug to treat life-threatening illness
Vijaya Bhatt, M.B.B.S., University of Nebraska Medical Center assistant professor of internal medicine and oncology/hematology, has received a grant for up to $1.2 million to determine if a drug called ruxolitinib, is effective for treating a certain type of graft versus host disease (GVHD) called sclerotic. The grant is

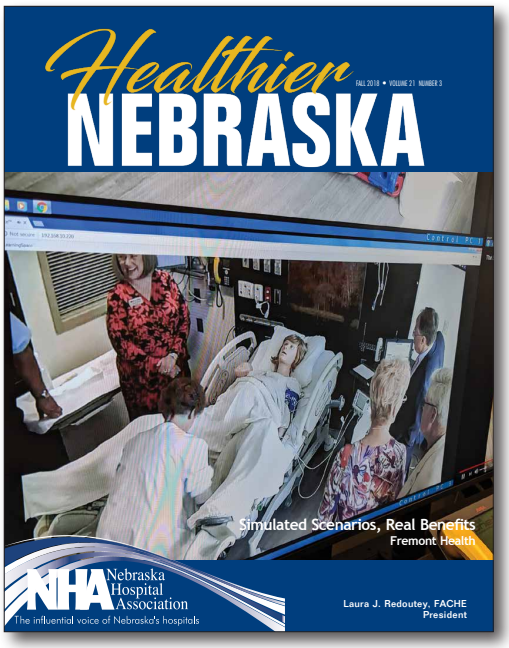
Subscription to the NHA online e-newsletters



Company listing included



Sponsorship recognition on signage, marketing materials and website



Subscription and opportunity to submit one article annually about your company and its product(s)/ service(s).

AFFILIATE MEMBERSHIP BENEFITS AT-A-GLANCE

Benefits received based on membership level:

One-time new membership announcement on NHA website home page spotlight for 30 days.
Company listing on NHA website with link to your company website.
Company listing in NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
Ad in NHA Nebraska Health Care Resource Directory.
Company listing in the NHA Member Value Report.
Subscription to Healthier Nebraska, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other stakeholders.
Subscription to the NHA's electronic newsletters: Newslink, Legislature Lately and e-Bulletin.
Member rate to attend NHA educational programs and events.
Sponsor ribbon on name badge at each NHA meeting attended.
Opportunity to submit an education presentation Request for Proposal for consideration for various NHA educational events.
Opportunity to submit one article about your company to be included in Healthier Nebraska magazine.
Company logo on the NHA home page with link to your company's website.
Sponsorship of health care career scholarship (optional)
NHA Annual Convention & Trade Show
Company listing in NHA Convention registration book as an NHA Affiliate Member.
Sponsor level listing in NHA Convention registration book on sponsor page.
Trade Show booth. Includes your company's information listed in Convention registration book.
Ad in NHA Convention registration book.
Complimentary registration for company representative(s) to attend the NHA Convention.
Sponsor level listing on the NHA website with link to your company's website.
Sponsor level listing on welcome banner throughout Convention.
Sponsorship of a coffee break or continental breakfast at NHA Convention.
Opportunity to join members of the NHA board of directors at their dinner prior to NHA Convention for company representative.
Exclusive sponsorship of one keynote speaker.
NHA Spring Forum & Golf Tournament
Complimentary registration for company representative(s) to attend the meeting.
Complimentary registration for company representative(s) to participate in golf tournament.
Exhibit space.
Recognition in the registration brochure and event signage.
Recognition on Spring Forum web page including link to company website
Sponsorship of one Spring Forum speaker. Company logo included in event brochure.
Sponsorship of Spring Forum coffee break.
NHA Advocacy Day
Sponsorship of NHA Advocacy Day
Verbal recognition during program.
Recognition in registration brochure, event signage and in materials handed out at event.
Recognition on the NHA Advocacy Day web page.
Complimentary registration for company representative.
NHA Leadership Institute
Sponsorship of the NHA Leadership Institute.
Recognition in registration brochure and other Leadership Institute marketing materials.
Company logo on Leadership Institute web page with link to your website.

Colored boxes indicate what benefits each level receives.

PLATINUM	GOLD	SILVER	BRONZE	PARTNER
Full page ad - preferential placement	1/2 page ad - preferential placement	1/4 page ad	1/8 page ad	ad can be purchased
Permanent	Permanent	6 months		
preferential placement	preferential placement			booth can be purchased
Full page ad	1/2 page ad	1/4 page ad	1/8 page ad	ad can be purchased
4 registrations	3 registrations	2 registrations	1 registration	
Wednesday coffee breaks	Friday continental bkfst			
2 representatives	1 representative			
4 registrations	3 registrations	2 registrations	1 registration	
4 registrations	3 registrations	2 registrations	1 registration	
				space can be purchased
logo included	logo included	logo included		
sponsorship included	sponsorship included			
2 registrations	1 registration			

Sponsorship available for purchase

Nebraska Community Blood Bank's partnership with the NHA offers unparalleled opportunities to bring our work and our staff closer to the communities we serve.

Kelly Gillaspie, Client Services Account Executive
Nebraska Community Blood Bank, a division of Innovative Blood Resources, Lincoln

Our Affiliate Membership in the Nebraska Hospital Association provides tremendous benefit to multiple areas within the bank. The ability to interact with members from across the state allows us to network with people we wouldn't otherwise have the chance to meet. The events are a great way to stay connected and strengthen relationships.

Jan Sheridan, Vice President, Treasury Management Services
Union Bank & Trust, Lincoln

Nebraska Hospital Association

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