



The National Rural Health Association

# RURAL HOSPITAL PARTNERSHIP PROGRAM

BECOME A VETTED VENDOR

NRHA created the Partnership Program in 2006 in response to Rural Hospitals needing to identify experts amongst healthcare business solutions. Experts that not only understand the unique challenges of rural hospitals, but that can also provide reliable resources and education. Furthermore, NRHA wanted to connect rural hospitals with validated resources that were aligned with the mission of NRHA. At the core of today's Rural Hospital Partnership program is the recognition that rural health executives do business with companies that offer their established expertise and are involved in rural health advocacy and education. The Rural Hospital Partnership program is an inclusive marketing strategy that connects rural hospitals with businesses that meet these criteria. The program incorporates a highly responsive team, an organized approach to managing deliverables, a rural specific marketing calendar, and the comprehensive marketing plan developed from decades of rural hospital executive engagement.

To maintain the program's high level of effectiveness, we limit participation to 60 partners at a time. Vendors applying to be a partner must be able to scale to a national marketing program and currently successfully servicing a minimum of 12 rural healthcare facilities.

## AS A PARTNER YOU WILL

Participate in NRHA conferences

Host co-branded webinars

Be seen as a part of the NRHA's advocacy efforts

Contribute content as a vetted expert

Share Educational content with our audience

Learn how to sell to rural hospitals

Learn how to communicate as a peer to rural hospitals

Access shared rural healthcare business resources

Join a community of like-minded businesses

## ALSO INCLUDED

Specific Rural marketing consultancy

Personal introductions to key targets

Exhibiting at major NRHA conferences

Advertising on the NRHA website and weekly newsletters

Landing page connected to the NRHA website

NRHA membership for your team





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NRHA REACH & INFLUENCE

## Hospitals

1269 Critical Access Hospitals  
664 PPS Facilities  
1933 Domestic Rural Hospitals  
4413 FQHCs

## Networks

67 Rural Health Systems/Networks  
44 State Rural Health Associations  
State Offices of Rural Health  
Rural Academic Medical tracks

## Leadership

NRHA Board of Trustees  
NRHA Fellows  
Rural Health Congress  
Center for Rural Health Leadership  
Top 20 PPS Hospitals

## BENEFITS AT ALL LEVELS

Receive legislative alerts, policy updates, and breaking news

Access to Special interest and Discussion Groups

Dedicated Company Landing page

Subscription to NRHA publications: NRHA Today newsletter and Rural Horizons Magazine

Rural Healthcare 101 - Rural Hospital Specific training for your staff led by NRHA's COO, Brock Slabach

### PIPELINE LEVEL \$15,750

Up to 5 NRHA membership seats  
Contribute 1 article to NRHA Rural Health Voices Blog  
Host 2 webinars  
Banner ad in NRHA Today newsletter in 4 issues  
Website ad on NRHA website 1 month  
2 passes to the Annual Conference  
2 passes to the CAH Conference

### GOLD LEVEL \$25,000

Up to 9 NRHA membership seats  
Contribute 2 articles to NRHA Rural Health Voices Blog  
Host 4 webinars  
Banner ad in NRHA Today newsletter in 8 issues  
Website ad on NRHA website 2 months  
3 passes to the Annual Conference  
3 passes to the CAH Conference  
1 pass to Policy Institute Conference

APPLY NOW

Email Larry Bedell at [bedell@nrhasc.com](mailto:bedell@nrhasc.com) or Kodi Smith at [kodis@nrhasc.com](mailto:kodis@nrhasc.com)