

ANTICIPATE.
PREPARE.
LEAD.

SHSMD

Society for Health Care
Strategy & Market
DevelopmentSM

**Make sense of the ever-changing world of health care.
Frame its future. And then chart its course.**

As a SHSMD member, you'll enjoy a network of forward thinkers and play a key role in where your profession and your field are heading.



 American Hospital
Association™

Advancing Health in America

ANTICIPATE.
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SHSMD: Fuel to take you forward faster.

A leader. A change driver. A creative thinker. As a health care strategist, you've probably been called all of these. That's because every day, you take innovative ideas and leading strategies and bring them to fruition, embracing the challenges of the rapidly evolving health care landscape and transforming them into opportunities.

Now imagine thousands of fellow strategists alongside you, sharing best practices and innovations to keep you on the leading edge of health care. Imagine countless resources at your fingertips. And imagine tapping into a network of peers who have been there and conquered that.

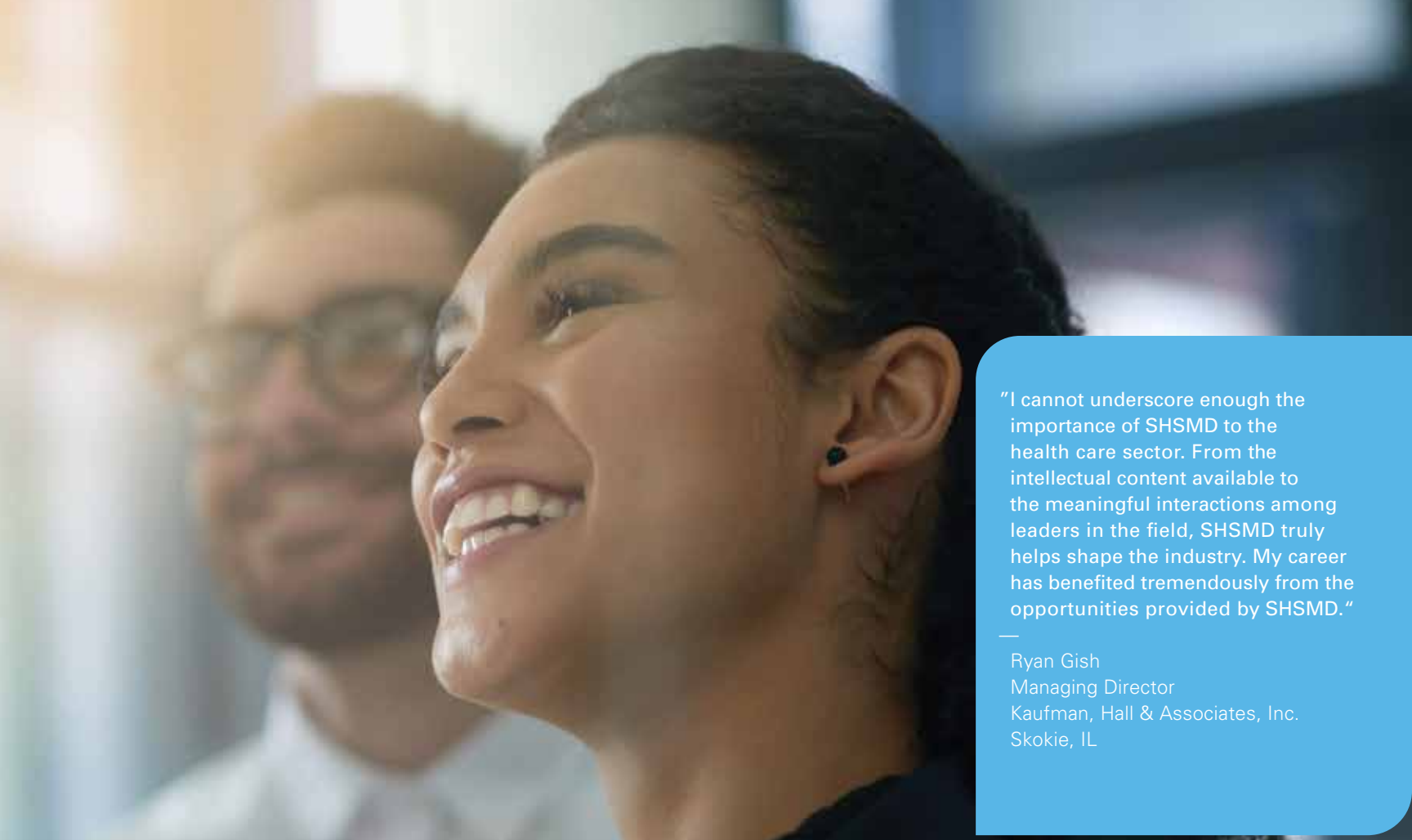
That's what a SHSMD membership offers. It's a chance to validate and expand your thinking to help you make a deeper impact. It's a chance to become more efficient and effective in your work. And it's a chance to strengthen your organization and advance your career.

Join the American Hospital Association's Society for Health Care Strategy & Market Development—SHSMD—the premier organization for health care strategy professionals in:

- Marketing and digital engagement
- Communications and public relations
- Strategic planning and business development
- And more

"Being a member has had an incredibly positive impact—not only for myself but also for my colleagues and members of my team. The knowledge and skills we have gained has fostered our development as professionals and assisted in improving our organization. Our hospital has benefited from the insights we have gained from being part of the SHSMD community."

—
Christine Gallery
Senior Vice President Planning & Chief Strategy Officer
Emerson Hospital
Concord, MA



"I cannot underscore enough the importance of SHSMD to the health care sector. From the intellectual content available to the meaningful interactions among leaders in the field, SHSMD truly helps shape the industry. My career has benefited tremendously from the opportunities provided by SHSMD."

—
Ryan Gish
Managing Director
Kaufman, Hall & Associates, Inc.
Skokie, IL

Top 5 Reasons to Join SHSMD

- 1 Position yourself as a leader.
- 2 Access tools and resources that will improve your performance.
- 3 Take advantage of exclusive educational opportunities.
- 4 Expand your network and your thinking.
- 5 Keep up with industry trends.



You power SHSMD. Join today and help cultivate a constantly growing array of programs and resources that you can draw from to advance both your organization and your career.

Thought Leadership for Thought Leaders

- SHSMD Connections: The industry's best annual conference includes forward-thinking speakers, a variety of strategic solution providers and exclusive sessions for senior leaders
- SHSMD Education: Online learning on the latest in health care, from foundational credentials in marketing and planning to strategic partnerships and accelerated business development
- Futurescan: Insights and predictions from a panel of experts about emerging trends that are reshaping the health care landscape

Skill Development and Career Advancement

- SHSMD ADVANCE: A comprehensive learning framework to help you and your health care strategy team assess, build and promote your strategic abilities
- SHSMD Career Center: Your source for the latest health care strategy jobs, candidates and career resources

Benchmarking Data to Validate Your Thinking

- By the Numbers: Nationwide trend data on marketing and communications budgets, structure, responsibilities and staffing levels
- Compensation Report: In-depth analysis of compensation and work satisfaction with data by region, job function and title

Connections to Peers and Solutions

- MySHSMD Online Member Community: A hub where members ask and answer questions, share trusted tools and templates and spark innovative ideas
- SHSMD Company Directory: Your one-stop shop for creative agencies, consulting firms, technology providers and more

Plus a continuously expanding library of programs and online resources at SHSMD.org

"As a marketer who came from outside of health care, SHSMD has been an invaluable resource in helping me move my organization forward. From webcasts and the annual conference, to online resources and volunteer opportunities, I learn something new each time I interact with SHSMD. The Society has more depth and more tools to help health care marketers and planners than any other professional organization I've been part of."

Doug Spear
Executive Director
Marketing & Strategic Development
Shawnee Mission Medical Center
Shawnee Mission, KS



SHSMD today. Career advancement tomorrow.

Take advantage of all SHSMD has to offer. Join today by completing this application, or join online at shsm.org/join. If you have questions, contact us at shsm@aha.org.

Member Information (all fields required)

Name

Title

Organization

I prefer to have my mail sent to: Business address Home address

Street address

City

State

Zip

Telephone

Fax

Email address

Annual member dues

- Member from a health care provider organization - \$235 Consultant member - \$235
 Vendor member - \$235 Student member - \$85

Method of payment

- Check or money order made payable to: AHA/SHSMD.
 Visa MasterCard American Express

Name of cardholder

Card number

Expiration date

Cardholder's signature

To submit this application

Mail: AHA/SHSMD | PO Box 75315 | Chicago, IL 60675-5315

Fax: (312) 422-3609 Call: (312) 422-3888 shsm.org/join

Thank you! We look forward to welcoming you into the SHSMD community.



Society for Health Care Strategy & Market Development

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shsmd.org



Join SHSMD, the Society for Health Care Strategy & Market Development, today.

Shape the future of health care strategy tomorrow.