

2018

AFFILIATE MEMBERSHIP PROGRAM

Strengthening
health care by
building alliances

NHA Nebraska
Hospital
Association

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 Nebraska Hospital Association Affiliate Membership Program is part of an ongoing effort to build and strengthen alliances with Nebraska's health care providers and the organizations that support its mission. Aside from the exposure you receive by our member hospitals, there are many benefits to becoming an Affiliate Member of the NHA.

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 19-member board of directors that works closely with its membership to provide state and federal Legislature 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 87 community hospitals and health systems in Nebraska.

- **63** Critical Access Hospitals (CAHs)
- **8** rural hospitals
- **13** urban hospitals
- **2** long-term acute care hospitals
- **1** rehabilitation hospital

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 **42,600** employees

nearly **7,100** beds

nearly **\$925 million**
community benefits provided

\$2.5 billion
impact on total labor income

\$10.2 billion
impact on total state economic output

Source: Nebraska Department of Health and Human Services Hospital Statistical Report - Acute Discharges and Outpatient Services

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.

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 Advocacy Day, 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 800 attendees each year. **Record attendance 2016 & 2017 – more than 1,000!**

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

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**See more testimonials on the back page*

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FocusOne Solutions is proud to be a long-time Affiliate Member of the NHA. Our relationship has helped us grow our customer base of Nebraska hospitals and to show our commitment to all members, both existing and potential customers, by our support of their hospital association. The NHA provides us the opportunity to attend their conferences and events to meet NHA members. These conferences are always very well organized to maximize our investment of time and money. In addition to the conferences, NHA offers many opportunities for us to strengthen our relationship with both NHA and its members. As an example, for the last two years we have financially supported the NHA scholarship fund to help nurses in our state obtain their undergraduate and graduate studies degrees.

**Dan Nordstrom, Business Development Executive
FocusOne Solutions, Omaha**

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SPONSORSHIP LEVELS

Platinum Affiliate Membership - \$15,000

BENEFITS YOU RECEIVE:

- Company membership announcement on NHA website home page for 30 days.
- Company listing on NHA website 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 and one advertorial about your company to be included in *Healthier Nebraska* magazine.
- Subscription to the NHA's electronic newsletters: *Newslink*, *Legislature Lately* and *e-Bulletin*.
- 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.
- Company logo permanently placed on the NHA website home page with link to your website.
- 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 registration book and Convention mobile app with your company logo.
- 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.
- Recognition in registration brochure, event signage and in materials handed out at the event.
- 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.



SPONSORSHIP LEVELS

Gold Affiliate Membership - \$10,000

BENEFITS YOU RECEIVE:

- Company membership announcement on NHA website home page for 30 days.
- Company listing on NHA website 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 and one advertorial about your company to be included in *Healthier Nebraska* magazine.
- Subscription to the NHA's electronic newsletters: *Newslink*, *Legislature Lately* and *e-Bulletin*.
- Member rate to attend NHA educational programs and events.
- Gold sponsor ribbon on name badge at each NHA meeting attended.
- Company logo permanently placed on the NHA home page with link to your website.
- 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 registration book and on Convention mobile app with your company logo.
- 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, event signage and in materials handed out at the event.
- 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.



SPONSORSHIP LEVELS

Silver Affiliate Membership - \$6,000

BENEFITS YOU RECEIVE:

- Company membership announcement on NHA website home page for 30 days.
- Company listing on NHA website 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 and one advertorial about your company to be included in *Healthier Nebraska* magazine.
- Subscription to the NHA's electronic newsletters: *Newslink*, *Legislature Lately* and *e-Bulletin*.
- Member rate to attend NHA educational programs and events.
- Silver sponsor ribbon on name badge at each NHA meeting attended.
- Company logo for six months on the NHA home page with link to your company's website.
- 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 registration book and on Convention mobile app with your company logo.
- 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.



SPONSORSHIP LEVELS

Bronze Affiliate Membership - \$4,000

BENEFITS YOU RECEIVE:

- Company membership announcement on NHA website home page for 30 days.
- Company listing on NHA website 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 and one advertorial about your company to be included in *Healthier Nebraska* magazine.
- Subscription to the NHA's electronic newsletters: *Newslink*, *Legislature Lately* and *e-Bulletin*.
- 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 registration book and on Convention mobile app with your company logo.
- 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
- NHA Convention portfolio for attendees
- The Caring Kind Awards Luncheon
- Networking Luncheon
- Sponsors' Social
- 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

SPONSORSHIP LEVELS

Partner Affiliate Membership - \$1,250

BENEFITS YOU RECEIVE:

- Company membership announcement on NHA home page for 30 days.
- Company listing on NHA website with link to your company 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 the NHA's electronic newsletters: *Newslink*, *Legislature Lately* and *e-Bulletin*.
- 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.
- 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 Annual 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 a Partner Affiliate Member and still want to participate in either of the Trade Shows, 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 along with many more benefits for only \$2,750 more. Silver Affiliate Membership includes an exhibitor show 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.

EVENTS & PROGRAMS

Spring Forum & Golf Tournament (May 22-23, 2018 - Younes Conference Center, Kearney)

The NHA Spring Forum (formerly called Mid-Year Meeting) is a smaller annual event than the Annual Convention and has historically been targeted at Critical Access Hospital members of the C-suite. A specific topic is identified and individual sessions are provided to support the central theme of the meeting. 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 after the Forum. The Spring Forum includes individualized tracks of education for CEOs, CFOs and HR.

Advocacy Day (March 7, 2018 - The Cornhusker Marriott Hotel, Lincoln)

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 Legislature issues. The event culminates at a luncheon with Nebraska's state senators. The event is held annually in the spring during the Legislature session.

Annual Convention & Trade Show (October 24-26, 2018 - 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 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 (January-October)

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 2003. 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 30 health care professionals from across Nebraska come together for the 10-month 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

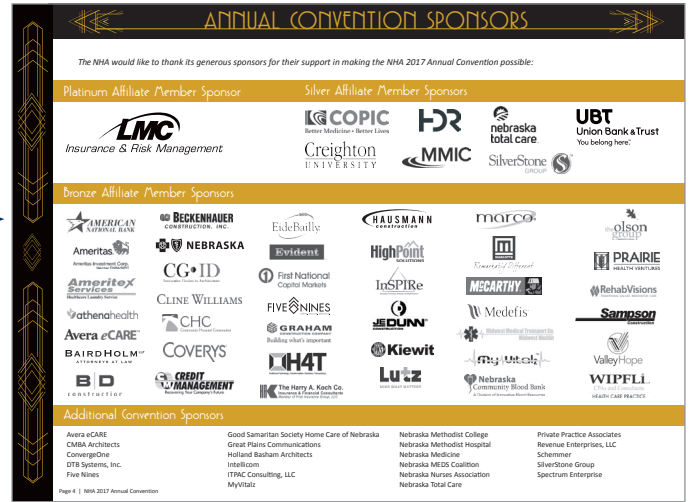
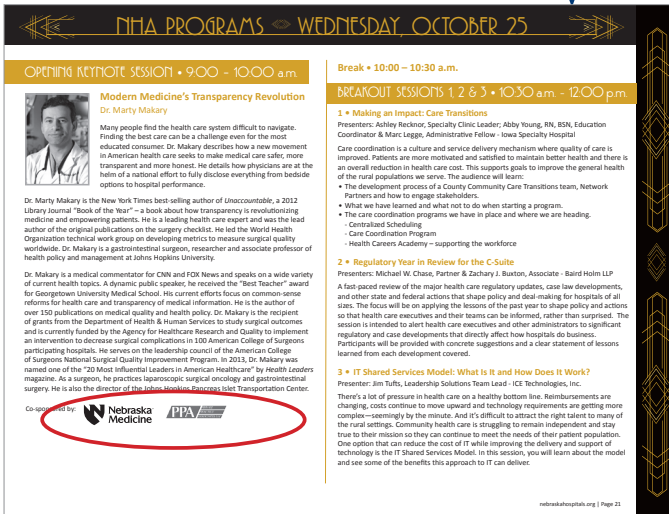


Exhibit booth at largest health care trade show in Nebraska

Sponsorship of keynote speaker, breakout session, etc.

Convention mobile app

NHA Convention webpage & e-newsletter



Convention app banner ads

NHA Spring Forum & Golf Tournament Marketing Samples



NHA Spring Forum & Golf Tournament brochure



Golf Tournament hole sign (12" x 18")



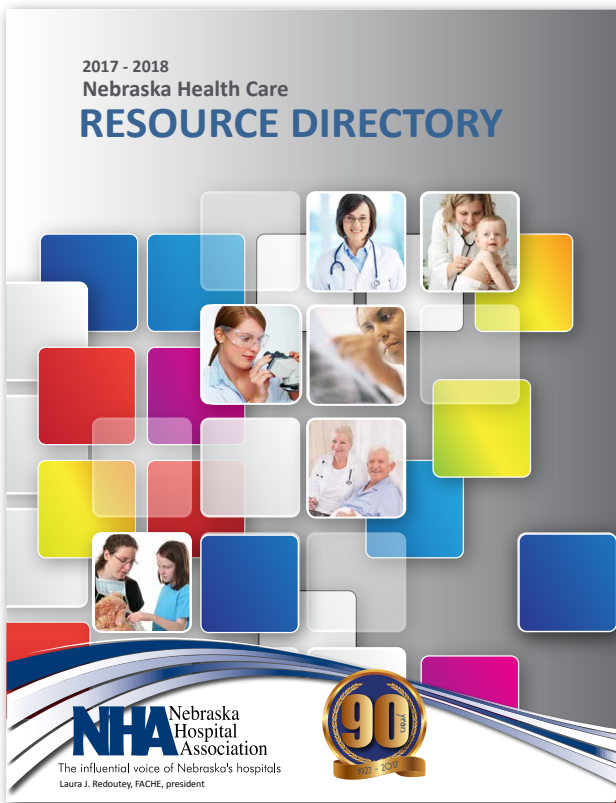
Golf Sponsor Sign & Meeting Sponsor Sign (24" x 36")



NHA Spring Forum web page



Nebraska Health Care Resource Directory Marketing Samples



NHA AFFILIATE MEMBERS

PLATINUM AFFILIATE MEMBER

LMC Insurance & Risk Management
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

see our ad on page 116

Union Bank & Trust Company
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

SILVER AFFILIATE MEMBERS

COPIC
P.O. Box 17540
Denver, CO 80217-0540
Kristin Stepien, director of sales
Phone: 720/858-6186 • Fax: 720/858-6220
Email: kstepien@copic.com
Website: callcopic.com
Professional liability insurance

Creighton University
2500 California Plaza
Omaha, NE 68178
Laurie Baedke, FACHE, FACMPE, dir. of healthcare leadership
Email: laurie.baedke@creighton.edu
Website: creighton.edu
Education

HDR
8404 Indian Hills Drive
Omaha, NE 68114
Caroline Hinrichs, community & client principal
Phone: 402/399-4939 • Fax: 402/399-1238
Email: caroline.hinrichs@hdrinc.com
Website: hdrinc.com
Architecture, engineering & health care consulting

Nebraska Total Care
2525 N. 117th Avenue, Suite 100
Omaha, NE 68164
Mary Laughlin, director-provider relations
Phone: 531/329-8477
Email: Mary.K.Laughlin@NebraskaTotalCare.com
Website: nebraskatotalcare.com
Healthcare insurance

SilverStone Group
11516 Miracle Hills Drive
Omaha, NE 68154
John Marshall, CRM, CIC, AAI, principal, professional risk services
Phone: 402/964-5559 • Fax: 402/557-6321
Email: jmarshall@ssgi.com

BRONZE AFFILIATE MEMBERS

American National Bank
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

Ameritex Services
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

athenshealth, Inc.
311 Arsenal Street
Watertown, MA 02472
Kate Bradbury, senior marketing manager
Phone: 617/402-2233
Email: kbradbury@athenshealth.com
Website: athenshealth.com
EHR & revenue cycle management company

Avera eCARE
4500 North Lewis Avenue
Sioux Falls, SD 57104
Nichole Kennedy, sales assistant
Phone: 605/322-4767 • Fax: 605/322-1951
Email: nichole.kennedy@avera.org
Website: averacare.org/ecare
Telemedicine provider, virtual health services

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

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 Nebraska Hospital Association
The influential voice of Nebraska's hospitals

90

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 at (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

- COPIC**
Professional liability insurance
- Creighton University**
Education
- HDR**
Architecture, engineering & health care consulting
- MMIC**
medical liability insurance & risk management services
- Nebraska Total Care**
Managed care organization
- SilverStone Group**
Risk management, human capital consulting
- Union Bank & Trust**
Insurance, financing, retirement plans, corporate trust

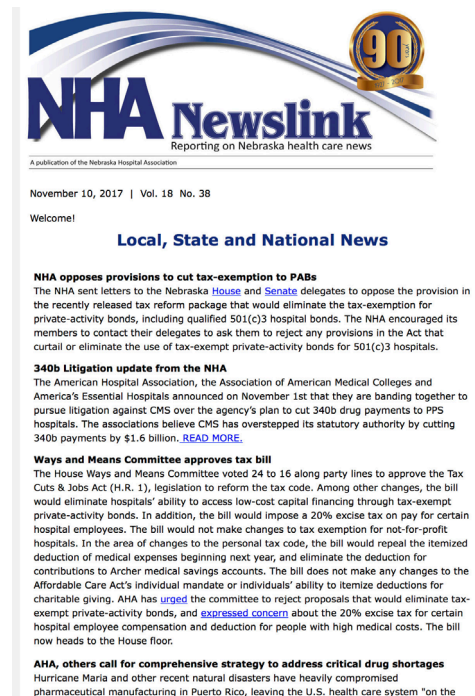
Bronze Affiliate Members

- American National Bank**
Banking

About Us

- History of NHA
- Mission and Vision
- Member Hospitals
- Member Services
- Districts
- Board Members
- Staff Contacts
- Subsidiaries
- Affiliate Members

Your company's information listed on NHA website with link



NHA Newslink
Reporting on Nebraska health care news
A publication of the Nebraska Hospital Association

November 10, 2017 | Vol. 18 No. 38

Welcome!

Local, State and National News

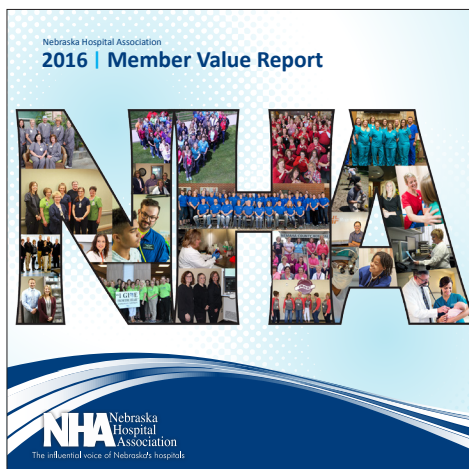
NHA opposes provisions to cut tax-exemption to PABs
The NHA sent letters to the Nebraska House and Senate delegates to oppose the provision in the recently released tax reform package that would eliminate the tax-exemption for private-activity bonds, including qualified 501(c)3 hospital bonds. The NHA encouraged its members to contact their delegates to ask them to reject any provisions in the Act that curtail or eliminate the use of tax-exempt private-activity bonds for 501(c)3 hospitals.

340b Litigation update from the NHA
The American Hospital Association, the Association of American Medical Colleges and America's Essential Hospitals announced on November 1st that they are banding together to pursue litigation against CMS over the agency's plan to cut 340b drug payments to PPS hospitals. The associations believe CMS has overstepped its statutory authority by cutting 340b payments by \$1.6 billion. [READ MORE](#).

Ways and Means Committee approves tax bill
The House Ways and Means Committee voted 24 to 16 along party lines to approve the Tax Cuts and Jobs Act (H.R. 1), legislation to reform the tax code. Among other changes, the bill would eliminate hospitals' ability to access low-cost capital financing through tax-exempt private-activity bonds. In addition, the bill would impose a 20% excise tax on pay for certain hospital employees. The bill would not make changes to tax exemption for not-for-profit hospitals. In the area of changes to the personal tax code, the bill would repeal the itemized deduction of medical expenses beginning next year, and eliminate the deduction for contributions to Archer medical savings accounts. The bill does not make any changes to the Affordable Care Act's individual mandate or individuals' ability to itemize deductions for charitable giving. AHA has urged the committee to reject proposals that would eliminate tax-exempt private-activity bonds, and expressed concern about the 20% excise tax for certain hospital employee compensation and deduction for people with high medical costs. The bill now heads to the House floor.

AHA, others call for comprehensive strategy to address critical drug shortages
Hurricane Maria and other recent natural disasters have heavily compromised pharmaceutical manufacturing in Puerto Rico, leaving the U.S. health care system "on the

Subscription to the NHA online e-newsletters



Nebraska Hospital Association
2016 | Member Value Report

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The influential voice of Nebraska's hospitals

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Laura J. Redouty, FACHE
President

Subscription and opportunity to submit one article and one advertorial about your company to be included in *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.



NHA Nebraska Hospital Association
The influential voice of Nebraska's hospitals

ADVOCACY

MARCH 1
8 a.m. - 1 p.m. (in)
The Cornhusker Marriott Hotel | Lincoln, NE

AGENDA

- 7:30 a.m. Registration and Continental Breakfast
- 8:00 a.m. Welcome and Opening Remarks
Laura J. Redouty, FACHE, President
Nebraska Hospital Association
- 8:15 a.m. Keynote Address
Jeffrey Gold, M.D., Chancellor
University of Nebraska Medical Center
Introduction: Mike Hansen, FACHE
- 9:00 a.m. 154th Legislature: The Speaker's Perspective
Senator Galea Heide, Speaker of the Legislature
Introduction: Kevin Nettek, FACHE
- 9:45 a.m. Looking to the Future of Health Care
Senator Kathy Campbell, Chair
Health and Human Services Committee
- 10:15 a.m. Break
- 10:30 a.m. Efforts within the Department of Health and Human Services
Caitlin Lynch, Director
Division of Medicaid & Long-Term Care
Introduction: Jim Ulrich, FACHE, ACHE
- 11:00 a.m. The View from Washington, D.C.
Paul Morawski, Regional Executive, Region 6
American Hospital Association
Introduction: Kevin Nettek, FACHE
- 11:30 a.m. NHA Political Action Committee Update
Elizabeth Hunt, Director of Advocacy
Nebraska Hospital Association
- 11:35 a.m. 2015 Advocacy Team of the Year Award
Elizabeth Hunt, Director of Advocacy
Nebraska Hospital Association
- 11:35 a.m. State Legislative Briefing
Andy Holk, Vice President, Advocacy
Nebraska Hospital Association
- 12:00 p.m. Luncheon with State Policymakers

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AFFILIATE MEMBERSHIP BENEFITS AT-A-GLANCE

Benefits received based on membership level:

Company membership announcement on NHA website home page 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 and one advertorial 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 and on Convention mobile app with your logo.
Ad in NHA Convention registration book.
Complimentary registrations for company representatives 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(s) for company representatives to attend the meeting.
Complimentary registrations for company representatives 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
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		
2 registrations	1 registration			

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Beckenhauer Construction has been an Affiliate Member of the NHA for over 10 years and it has opened doors for us to be active in hospital construction. The Convention allows us to have face-to-face contact with hospital CEOs from all over Nebraska. Over 70% of our work is with hospitals.

Ron Stauffer, Business Development
Beckenhauer Construction, Inc., Norfolk

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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

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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

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Sampson Construction greatly appreciates the benefits of our NHA Affiliate Membership. NHA conferences allow us to stay connected with our past and current clients, provide the opportunity to gain exposure and learn about potential client needs. We are proud to have built projects large and small throughout the state that are important facilities within their communities. Our business is often condensed as "bricks and mortar," but the reality is relationships are the key to a successful collaboration, with the end user as the ultimate consideration. Attending NHA conferences helps us to further our knowledge of the healthcare industry, while learning about new products and forward-thinking concepts we can adapt to our business world. We extend a big thank you to the NHA staff for their efforts. They have proven to be very professional and receptive to our needs; it has truly been a pleasure to work with them.

Chuck Zimmerman, Business Developer
Sampson Construction Co., Inc., Lincoln

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