

The Virginia Hospital & Healthcare Association (VHHA) is an alliance of 107 hospitals and 30 health delivery systems that provide exceptional health care in communities across the Commonwealth of Virginia.

#### MISSION

Working with our members and other stakeholders, the Association will transform Virginia's health care system to achieve top tier performance in safety, quality, value, service, and population health. The Association's leadership is focused on: principled, innovative and effective advocacy; promoting initiatives that improve health care safety, quality, value and service; and, aligning forces among health care and business entities to advance health and economic opportunity for all Virginians.

#### VISION

Through the power of collaboration, the Association will be the recognized driving force behind making Virginia the healthiest state in the nation by 2020.

[www.VHHA.com](http://www.VHHA.com)

[www.SupportVirginiaHospitals.com](http://www.SupportVirginiaHospitals.com)

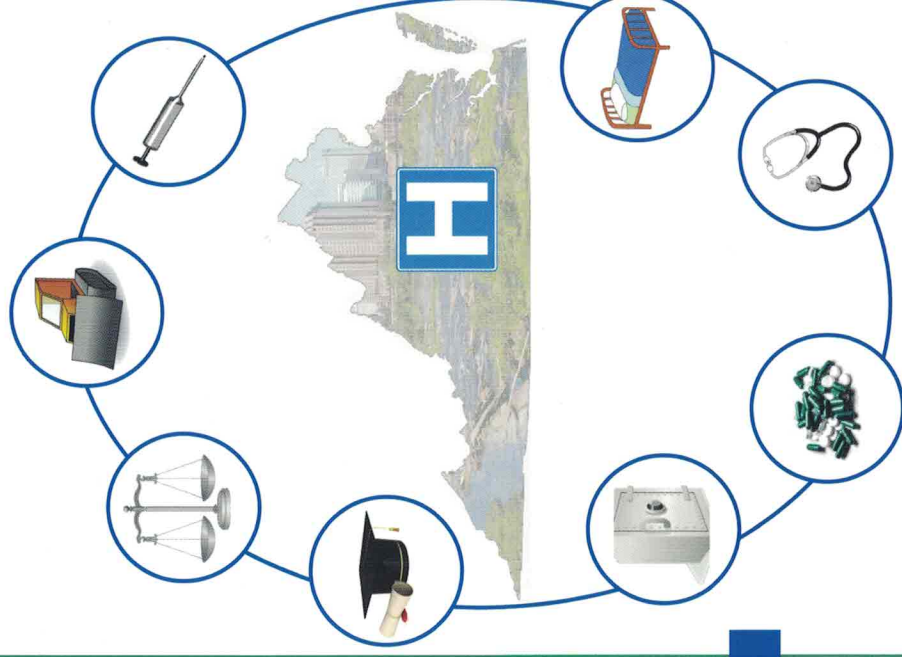


**Virginia Hospital & Healthcare Association**  
*The Voice of Health Care in Virginia*

4200 Innslake Drive, Suite 203  
Richmond, Virginia 23060  
(804) 965-1219

## ASSOCIATE MEMBERSHIP

## INFORMATION



## VHHA ASSOCIATE MEMBERSHIP

Associate Membership is designed for businesses and stakeholder organizations interested in health care in Virginia.

Associate Members are hospital vendors or businesses that recognize the impact hospitals have on the health and wellbeing of their local and regional communities.

Associate Members enjoy a wide range of benefits including access to health care leaders and the opportunity to support health care policy aims for the benefit of our Commonwealth.

Upon joining, members are assigned a VHHA staff member to serve as their staff ambassador, who will learn more about the company's goals and help customize their membership experience.

### HOW TO JOIN

Interested members, please contact:

**Jennifer Rankin-Walker**, Director of Corporate and Member Relations, at [jwalker@vhha.com](mailto:jwalker@vhha.com) or (804) 965-1219.

## ASSOCIATE MEMBER BENEFITS:

- ◆ Interact and network with health care leaders around the state;
- ◆ Receive and share information to improve the health status of Virginians, including daily Newsclips, weekly newsletter, and monthly publications;
- ◆ Access Members-Only content on our website;
- ◆ Opportunity to present and educate VHHA staff about your company and services to help them understand your business and make worthwhile connections;
- ◆ Partner with a VHHA staff ambassador to help you navigate the Association's programs and membership;
- ◆ Attend educational programs for trustees, senior management, medical staff and employees at special Associate Member registration rates, including three annual conferences with 250-450 attendees;
- ◆ Listing and electronic access to the VHHA Membership Directory;
- ◆ Membership in the VHHA Hospital Grassroots Network - receive timely and concise communications on health care legislative and regulatory policies and Action Alerts; and
- ◆ Complimentary membership in the Virginia Business Coalition on Health, a coalition of Virginia businesses and employers which seeks to accelerate the nation's progress towards safe, efficient, high-quality health care.

## DID YOU KNOW?

- ◆ VHHA's advocacy team monitors hundreds of pieces of legislation impacting health care delivery throughout the Commonwealth. <http://www.vhha.com/advocacy/>
- ◆ VHHA's data and research team analyzes hospital data and repurposes it in a digestible, effective way for all VHHA members to access. <http://www.vhha.com/research/>
- ◆ VHHA's education affiliate, Virginia Hospital Research & Education Foundation (VHREF), annually hosts three statewide conferences and a multitude of educational seminars and webinars available to the public. <http://www.vhha.com/programs/>
- ◆ The Center for Healthcare Excellence facilitates a collaborative improvement project for 36 Virginia hospitals that has prevented more than 1,000 patient harm events from health care-associated infections, adverse drug events, and early elective deliveries. <http://www.vhha.com/quality-patient-safety/>
- ◆ VHHA's communications team utilizes a variety of platforms, both digital and print, to strengthen public approval of hospitals and health systems. <http://www.vhha.com/communications/>

