

FSHPRM is affiliated with SHSMD (Society for Healthcare Strategy & Market Development) – the national association for healthcare public relations and marketing professionals; however, each has a separate membership and is non-transferrable.



For further information about SHSMD, please contact:  
Society for Healthcare Strategy & Market Development  
American Hospital Association  
One North Franklin Street  
Chicago, Illinois 60606  
(312) 422-3737



An Association of Hospitals & Health Systems

*Contact FHA's professional membership services department at [pmgmembership@fha.org](mailto:pmgmembership@fha.org).*

**Corporate Office**  
306 East College Avenue  
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[www.fha.org](http://www.fha.org)  
[www.Flacareers.com](http://www.Flacareers.com)

# FLORIDA SOCIETY FOR HEALTHCARE PUBLIC RELATIONS AND MARKETING

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Membership Application

## FSHPRM Membership Benefits

*FSHPRM is the only state organization for healthcare public relations and marketing professionals.*

- With over 180 members, FSHPRM is the leader in advancing the profession and serving professionals.
- FSHPRM serves all levels of public relations and marketing practitioners.
- FSHPRM's statewide list-serv links you to the healthcare public relations and marketing community providing professional growth, education, fellowship, and networking.

*FSHPRM brings you unparalleled information sources right to your desk.*

- Your membership fees include subscriptions to various FHA newsletters, reports, documents, white papers, data briefs, including RxPRN, our pr and marketing newsletter focusing on the current issues.
- Your membership also brings you quick e-mail contact concerning media alerts, hot topics, best practices, important information, talking points, FSHPRM Blog, and helpful tips.

*FSHPRM helps to develop your career skills and strategies.*

- FSHPRM is a leading source for healthcare public relations and marketing professional development with special programming and networking opportunities each year, through statewide meetings and Internet peer connections.
- By serving on committees or on the FSHPRM board, you can help shape the direction of your professional society while you hone your leadership and management skills.

*FSHPRM membership gives you connections.*

- The winter and summer annual meetings provide educational and networking opportunities featuring nationally recognized speakers and presenters.
- Need advice from a seasoned professional? FSHPRM can connect you to senior healthcare public relations executives.

## Membership Categories

**Member** – Employees of FHA-member institutions and those provider organizations owned by FHA-member institutions.

**Associate** – Individuals employed by organizations which provide services and products to, or have contracts with, FHA-member institutions (i.e., attorneys, accountants, consultants, and managed care companies).

**Other Healthcare Providers** – Examples: Free-standing ambulatory surgery centers, medical group practices, and home health agencies not owned by a hospital. (This category is an Associate-level membership.)

**Non-Affiliate** – Employees of hospitals that are not institutional members of FHA. Non-affiliates are ineligible to hold office or board positions in the professional membership groups, but can certainly enjoy other membership benefits.

## Educational Institutions and Government Agencies

– State educational institutions and government agencies (except non-member government hospitals). Healthcare associations are included in this category.

### Dues Schedule:

|  |                |
|--|----------------|
| Member ( <i>Hospital is FHA Member</i> )         | \$95 Annually  |
| Associate  | \$225 Annually |
| Other Healthcare Providers                       | \$225 Annually |
| Non-Affiliate ( <i>non-members of FHA</i> )      | \$360 Annually |
| Educational Institutions and Government Agencies | \$95 Annually  |

## FSHPRM Membership Application

Date: \_\_\_\_\_

\_\_\_ Mr. \_\_\_ Mrs. \_\_\_ Ms. \_\_\_ Dr. \_\_\_ Other

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Telephone Fax

\_\_\_\_\_  
E-mail Address (*mandatory for receiving news*)

*Please choose your username and password below:*

FHALink username \_\_\_\_\_

Password \_\_\_\_\_

**\*\*PAYMENT MUST ACCOMPANY APPLICATION\*\***

Payment Method:

Check is enclosed for \$ \_\_\_\_\_

Please charge the following MasterCard or Visa account:  
(Only MasterCard and Visa are accepted.)

\_\_\_\_\_  
MasterCard/Visa Number Expiration Date (MM/YY)

\_\_\_\_\_  
Cardholder's Name as it Appears on Card (Please Print) Telephone # w/ Area Code

\_\_\_\_\_  
Cardholder's Address (Where the Credit Card Bill is Received)

\_\_\_\_\_  
Cardholder's Signature or Phone Order/Fax Order

**Mail or Fax to:** Florida Hospital Association  
Attn: Professional Membership  
P.O. Box 531107  
Orlando, FL 32853-1107  
Fax: (407) 423-4648