Corporate Partner Programs and Services
**Mission to Care. Vision to Lead.**

The best way to align your organization with Florida’s hospital industry is through a partnership with the Florida Hospital Association.

- With over 200 hospitals and health systems, and nearly 150 corporate partners, FHA works to bring hospital and industry leaders together to solve critical issues facing hospitals. FHA supports the mission of our members and partners to help provide the highest quality of care to patients across Florida.

- FHA Corporate Partners have the opportunity to interact directly with health care leaders from across Florida.

- If you are looking to build or expand your business, drive sales or develop meaningful relationships with health care leaders register today to be an FHA corporate partner. FHA staff will work with you to promote your organization to Florida’s hospital and health systems.

The information contained in the following pages will guide your organization through the benefits of partnering with FHA. Opportunities to promote your organization may be customized to meet your needs. We look forward to working with you.

**Corporate Partner Contact**

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## A Snapshot of Florida’s Hospitals

<table>
<thead>
<tr>
<th>Beds</th>
<th>Full-time Equivalent Employees</th>
<th>Operating Expenses</th>
<th>Employee Salaries and Benefits</th>
<th>Net Revenues</th>
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</thead>
<tbody>
<tr>
<td>69,700</td>
<td>290,041</td>
<td>$48.8 billion</td>
<td>$22.5 billion</td>
<td>$52.7 billion</td>
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</tbody>
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AHCA FHURS Data, FY2017

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### Estimated total statewide economic contributions of Florida Hospitals:

- 901,674 full-time and part-time jobs.
- The total employment impact of Florida hospitals in 2015 was 2.65 percent higher than estimated in 2013 and value-added impacts were 0.83 percent higher.

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### Florida hospitals represent 8.3 percent of the state’s Gross Domestic Product:

- $128.37 billion in industry output or sales revenues.
- $73.31 billion in value-added, representing personal and business income, and property income.
- $51.18 billion in labor income to employees and business owners, and $4.3 billion in indirect business taxes paid to local and state governments.

Economic Contributions of Hospitals in Florida in 2015, FHA Internal Data
Recognition Opportunities

- **FHA Annual Meeting**
  Each year, hospital CEOs and key executive leaders gather together for the Association’s Annual Meeting. The networking and experience sharing creates an appropriate forum for health care leaders to meet and develop relationships.

- **FHA Hospital Days in the Legislature**
  Annually, health care leaders meet in Tallahassee to advocate on behalf of the hospital community. This meeting attracts hospital C-suite executives, trustees, CFOs, government relations executives, CNOs and other hospital executive leaders. Included in the meeting is a reception with members of the Florida Legislature.

- **FHA Communications**
  FHA publishes a variety of communications and research documents that are widely distributed to health care leaders.

  FHA produces the Florida Directory of Hospitals, which includes hospital leadership contact data for every hospital in the state.

- **Regional Meetings and Roundtables**
  FHA conducts regional meetings and educational roundtables throughout the year. Regional meetings and roundtables may be based on a single occurrence or provided in a series format. These events are excellent opportunities for corporate partners to engage and interact with hospital leaders around a central theme or area of interest.

- **FHA Initiative Meetings**
  FHA works to improve hospital performance through collaborative initiatives and innovative models. The programs are designed to improve health care delivery and clinical outcomes by optimizing organizational learning of highly reliable systems, teamwork, communication and shared solutions. Issues like quality and patient safety, workforce safety, hospital sustainability, emergency management, and corporate compliance are a few examples of FHA Initiatives. Corporate partners may feature specific industry solutions in support of these meetings and the direct interest of FHA’s hospital members.

- **Educational Webinars**
  The FHA Research and Education Foundation conducts the *Partners in Education* webinar series where corporate partners may be able to support an educational webinar centered on a topic of interest or initiative.

- **Specific Event Opportunities**
  Many events and meetings provide opportunities for individual sponsored items or activities. These may include meals, receptions and speaker support. Corporate partners are always positioned to take advantage of these additional opportunities.
FHA Affiliates

Academic Partner

$500 investment

FHA is dedicated to supporting hospital executives of the future by creating opportunities for university and college students and faculty to gain exposure to current health care industry trends, as well as network with Florida’s health care executive leaders.

Eligibility

- Accredited state university or college with academic programs in any of the following:
  - Clinical related profession (i.e., nursing, respiratory therapy, radiology, etc.); or,
  - Undergraduate or graduate program in a hospital or health care related field (i.e., health care administration / management, health care information and management systems, health law, finance / accounting, etc.).

- One (1) partner membership per program.

Value of Academic Partnership

- Academic partners enjoy all the benefits of corporate membership.
- One (1) complimentary registration for department chair/head to FHA Annual Meeting.
- $125 registration fee for additional faculty members to FHA Annual Meeting.
- 20 percent discount for FHA Annual Meeting registration fee (up to 25 students).
- One (1) advertisement in the FHA Annual Meeting program.
- Visibility of academic program to Florida’s hospital community.
- Students and faculty may access FHA resources to stay informed of current health care industry issues.
- Students have the opportunity to network with hospital and health system CEOs and other executives.
Corporate Member

$2,500 investment

FHA corporate membership is the foundational level of industry participation with FHA’s hospital and health system members.

Eligibility

- Serve and/or support FHA member hospitals and health systems through services and/or products that promote of high-quality patient care.
- Provide services and/or products that are not in direct competition with FHA, and its members.

Value of FHA Membership

- FHA corporate members receive the following benefits for their investment:
  - Listing of company information in Corporate Member section of FHA Web site.
  - A listing and copy of FHA’s annual Directory of Hospitals.
  - Advertisement space in a select FHA publication.
  - Subscriptions for up to three (3) people to FHA’s electronic newsletters.
  - Subscriptions for up to three (3) people to FHA’s Daily News Clippings.
  - The ability to register for select FHA events at member rates.
  - Access to purchase select FHA publications at member rates.

- Visibility of your company’s services or products to FHA’s members.
- Opportunities to support FHA meetings, events and educational programs.
- Access to resources to help your company stay informed of Florida’s hospital industry.
- Opportunities to interact with hospital CEOs and other executives.
Annual Corporate Underwriting

$10,000 - $50,000 investment

FHA Management Corporation (FHAMC) is devoted to providing cost-effective services to Florida's hospitals.

Value of Underwriting

- Corporate member benefits are included in all levels of underwriting.
- Exclusive agreements are available within specific underwriting programs.
- Underwriting programs are built to help our members and corporate partners achieve their goals.
- Underwriting programs emphasize direct business development between FHA hospital and health system member executives and our corporate partners.

Bronze Benefactor

$10,000

Specific Benefits

- All benefits of FHA Corporate Membership, plus:
- One (1) registration to the FHA Annual Meeting.
- One (1) Partners in Education webinar with a specific FHA initiative or program.
- Signage at FHA Annual Meeting.
- Recognition in FHA Annual Meeting printed materials.
- One (1) electronic copy of FHA Annual Meeting roster of participants.
- One (1) electronic copy of FHA member address labels.

Silver Benefactor

$15,000

Specific Benefits

- All benefits of a Bronze Benefactor, plus:
  - Two (2) registrations to the FHA Annual Meeting.
  - Recognition and participation at one (1) specific FHA initiative meeting or educational program.
  - Host a meal with a hospital CEO at FHA Annual Meeting (based on executive availability).
Gold Benefactor

$25,000

Specific Benefits

- All benefits of a Silver Benefactor, plus:
  - Three (3) registrations to the FHA Annual Meeting.
  - One (1) registration to FHAPC Annual Golf Classic.
  - Two (2) *Partners in Education* webinars with a specific FHA initiative or educational program.
  - Recognition and participation at two (2) specific FHA initiative meetings or educational programs.
  - Signage and recognition at FHAPC Annual Golf Classic.

Platinum Benefactor

$50,000

Specific Benefits

- All benefits of a Gold Benefactor, plus:
  - Four (4) registrations to the FHA Annual Meeting.
  - Two (2) registrations to FHAPC Annual Golf Classic.
  - Two (2) registrations to FHA Hospital Days in the Legislature.
  - Three (3) *Partners in Education* webinars with a specific FHA initiative or educational programs.
  - Recognition and participation at three (3) specific FHA initiative meetings or educational programs.
  - Host a meal with a hospital CEO at FHA Annual Meeting or FHA Hospital Days in the Legislature (based on executive availability).
Annual Education Funding

$5,000 - $10,000 investment

The FHA Research and Education Foundation (FHAREF) offers numerous conferences, workshops, webinars and many other opportunities to learn about the latest health care issues impacting Florida. FHAREF hosts the FHA Annual Meeting, bringing together hospital leaders, trustees and community partners, creating the largest health care meeting in Florida.

Eligibility

- Serve and/or support FHA member hospitals and health systems through services and/or products that promote high-quality patient care.
- Provide services and/or products that are not in direct competition with FHA, and its members.
- Sponsorship is specific to individual events except where indicated otherwise.

Value of Funding Education

- Corporate member benefits included in all levels of sponsorship.
- Sponsorship programs are scaled to meet any size organization and exclusive educational relationships are possible with specific programs.
- Sponsors are provided recognition and opportunities to provide overview information about your company’s services or products to FHA member hospital and health system executives and employees.
- Sponsorships are available for specific events.
- Sponsors enjoy the visibility and recognition for your company’s services or products to FHA’s hospital and health system members.
- Year-round educational events provide an opportunity to directly interact with FHA member hospital leaders and key staff.

Individual Education Program Sponsor

$3,000

Specific Benefits

- Two (2) complimentary registrations to the educational program.
- Sponsor recognition with the opportunity to provide a brief introductory overview of your company’s services or products.
- Signage at educational program.
- Print material included in program materials.
- Roster of program participants.
FHA Annual Meeting Patron Sponsor

$5,000

Specific Benefits
- Maximum number of sponsors – fifteen (15); available on a first come, first served basis.
- One (1) complimentary registration to the FHA Annual Meeting.
- Sponsor recognition at meeting refreshment break.
- Signage at FHA Annual Meeting.
- Recognition at FHA Annual Meeting and in meeting print materials.
- Roster of FHA Annual Meeting participants.

FHA Annual Meeting Legacy Sponsor

$7,500

Specific Benefits
- Maximum number of sponsors – ten (10); available on a first come, first served basis.
- Two (2) complimentary registrations to the FHA Annual Meeting.
- Sponsor recognition at meeting reception.
- Signage at FHA Annual Meeting.
- Recognition at FHA Annual Meeting and in meeting print materials.
- Roster of FHA Annual Meeting participants.

FHA Annual Meeting Grand Event Sponsor

$10,000

Specific Benefits
- Maximum number of sponsors – eight (8); available on a first come, first served basis.
- Three (3) complimentary registrations to the FHA Annual Meeting.
- Table Sponsor recognition at FHA Celebration of Service Awards with two (2) reserved seats.
- Host a meal with a hospital CEO at FHA Annual Meeting (based on availability).
- Signage at FHA Annual Meeting.
- Recognition at FHA Annual Meeting and in meeting print materials.
- Roster of FHA Annual Meeting participants.
American College of Healthcare Executives (ACHE) Events at FHA Annual Meeting

ACHE and FHA work closely to provide education to executives attending the FHA Annual Meeting.

**ACHE Face-to-Face Educational Program Sponsor**

$3,000

**Specific Benefits**

- Maximum number of sponsors – three (3); available on a first come, first served basis.
- One (1) complimentary registration to the FHA Annual Meeting.
- Sponsor recognition at ACHE Educational Program with the opportunity to provide a brief introductory overview of your company’s services or products.
- Signage at FHA Annual Meeting.
- Recognition at FHA Annual Meeting.
- Roster of FHA Annual Meeting participants.

**ACHE Annual Business Meeting and Dinner for Florida Members Sponsor**

$3,000

**Specific Benefits**

- Maximum number of sponsors – three (3); available on a first come, first served basis.
- One (1) complimentary registration to the FHA Annual Meeting.
- Sponsor recognition at ACHE Business Meeting and Dinner with the opportunity to provide a brief introductory overview of your company’s services or products.
- Signage at FHA Annual Meeting.
- Recognition at FHA Annual Meeting.
- Roster of FHA Annual Meeting participants.
FHAPC Annual Golf Classic

The FHA Political Committee (FHAPC) Annual Golf Classic joins health care leaders from around the state together with FHA corporate partners to spend an enjoyable afternoon playing a round of golf, while supporting the FHAPC.

On-course Beverage Sponsor

$3,000

Specific Benefits
- Maximum number of sponsors – two (2); available on a first come, first served basis.
- One (1) complimentary registration to the FHA Annual Meeting.
- Signage on beverage cart.
- Recognition in golf tournament publication material.

Golf Award Sponsor

$3,000

Specific Benefits
- Maximum number of sponsors – two (2); available on a first come, first served basis.
- One (1) complimentary registration to the FHA Annual Meeting.
- Provision of first, second or third winning team awards; offered on a first come, first served basis.
- Opportunity to participate in golf awards ceremony.
- Recognition in golf tournament publication material.

19th Hole Reception Sponsor

$3,000

Specific Benefits
- Maximum number of sponsors – two (2); available on a first come, first served basis.
- One (1) complimentary registration to the FHA Annual Meeting.
- Signage at 19th hole reception.
- Opportunity to provide brief overview of company services or products to the event participants at the 19th Hole Reception.
- Recognition in golf tournament publication material.
Club Pro Sponsor

$5,000

Specific Benefits
- Maximum number of sponsors – thirty-five (35); available on a first come, first served basis.
- One (1) golf registration.
- Pairing with a hospital executive.
- Hole sponsorship signage on golf course.
- Two (2) complimentary registrations to the FHA Annual Meeting.
- Recognition in golf tournament printed material.
- Opportunity to provide promotional gifts in “Golf Goody Bag.”
- Recognition at FHA Annual Meeting.
- Roster of FHA Annual Meeting participants.

Golf Champion Sponsor

$10,000

Specific Benefits
- Maximum number of sponsors – three (3); available on a first come, first served basis.
- Two (2) golf registrations.
- Pairing with a hospital executive.
- Signage on Golf Course and at 19th hole reception.
- Serve as honorary golf tournament marshall.
- Two (2) complimentary registrations to the FHA Annual Meeting.
- Recognition in golf tournament printed material.
- Opportunity to provide promotional gifts in “Golf Goody Bag.”
- Recognition at FHA Annual Meeting.
- Roster of FHA Annual Meeting participants.

* FHA reserves the right to exercise its sole discretion in the acceptance or refusal of applications.