NRHA created the Partnership Program in 2006 in response to Rural Hospitals needing to identify experts amongst healthcare business solutions. Experts that not only understand the unique challenges of rural hospitals, but that can also provide reliable resources and education. Furthermore, NRHA wanted to connect rural hospitals with validated resources that were aligned with the mission of NRHA. At the core of today’s Rural Hospital Partnership program is the recognition that rural health executives do business with companies that offer their established expertise and are involved in rural health advocacy and education. The Rural Hospital Partnership program is an inclusive marketing strategy that connects rural hospitals with businesses that meet these criteria. The program incorporates a highly responsive team, an organized approach to managing deliverables, a rural specific marketing calendar, and the comprehensive marketing plan developed from decades of rural hospital executive engagement.

To maintain the program’s high level of effectiveness, we limit participation to 60 partners at a time. Vendors applying to be a partner must be able to scale to a national marketing program and currently successfully servicing a minimum of 12 rural healthcare facilities.

As a Partner You Will
- Participate in NRHA conferences
- Host co-branded webinars
- Be seen as a part of the NRHA’s advocacy efforts
- Contribute content as a vetted expert
- Share Educational content with our audience
- Learn how to sell to rural hospitals
- Learn how to communicate as a peer to rural hospitals
- Access shared rural healthcare business resources
- Join a community of like-minded businesses

Also Included
- Specific Rural marketing consultancy
- Personal introductions to key targets
- Exhibiting at major NRHA conferences
- Advertising on the NRHA website and weekly newsletters
- Landing page connected to the NRHA website
- NRHA membership for your team
The National Rural Health Association

RURAL HOSPITAL PARTNERSHIP PROGRAM

NRHA REACH & INFLUENCE

Hospitals

1269 Critical Access Hospitals
664 PPS Facilities
1933 Domestic Rural Hospitals
4413 FQHCs

Networks

67 Rural Health Systems/Networks
44 State Rural Health Associations
State Offices of Rural Health
Rural Academic Medical tracks

Leadership

NRHA Board of Trustees
NRHA Fellows
Rural Health Congress
Center for Rural Health Leadership
Top 20 PPS Hospitals

BENEFITS AT ALL LEVELS

Receive legislative alerts, policy updates, and breaking news
Access to Special interest and Discussion Groups
Dedicated Company Landing page
Subscription to NRHA publications: NRHA Today newsletter and Rural Horizons Magazine
Rural Healthcare 101 - Rural Hospital Specific training for your staff led by NRHA's COO, Brock Slabach

PIPELINE LEVEL $15,750

Up to 5 NRHA membership seats
Contribute 1 article to NRHA Rural Health Voices Blog
Host 2 webinars
Banner ad in NRHA Today newsletter in 4 issues
Website ad on NRHA website 1 month
2 passes to the Annual Conference
2 passes to the CAH Conference

GOLD LEVEL $25,000

Up to 9 NRHA membership seats
Contribute 2 articles to NRHA Rural Health Voices Blog
Host 4 webinars
Banner ad in NRHA Today newsletter in 8 issues
Website ad on NRHA website 2 months
3 passes to the Annual Conference
3 passes to the CAH Conference
1 pass to Policy Institute Conference

Email Larry Bedell at bedell@nrhasc.com or Kodi Smith at kodis@nrhasc.com

APPLY NOW