



**IDENTIFYING, VETTING,
& CONNECTING SOLUTIONS**
BUILT FOR RURAL HOSPITAL SUCCESS

2025 PARTNER RESULTS

**1,900+
& 4,000+**
HOSPITALS
& CLINICS
REACHED

160,000+
VISITS PER
QUARTER TO
RURALHEALTH
.US.BLOG

5,000+
MONTHLY VISITS
TO NRHASC
WEBSITE
PARTNER PAGE

8,220
REGISTRATIONS
TO PARTNER-LED
EDUCATIONAL
SESSIONS

120,168
EMAILS OPENED
BY RURAL
HEALTHCARE
LEADERS

10,000+
MEMBERS
REACHED IN
WEEKLY
NEWSLETTER

PARTNERSHIP DELIVERABLES & OPPORTUNITIES

PARTNERSHIP KICK-OFF MEETING

The Partnership Kick-Off meeting establishes expectations, introduces resources, and aligns all stakeholders on objectives and processes. The agenda shall include:

- Introductions of all partnership stakeholders and Your Rural HCO subject matter experts (SMEs). Your Rural HCO is expected to invite all team members who will be creating educational materials, key decision-makers, and the SMEs who will directly interact with rural executives, as their participation in this meeting is critical.
- Introduction & guided walkthrough of the NRHASC Partner Resource Site, including submission forms, calendars, and guidelines.
- Brief introduction to the TRUSTED principles and their role in guiding rural-specific content and engagement. (Your Rural HCO will be required to complete the TRUSTED Messaging Worksheet immediately following the kickoff meeting.)
- Review of the Partner Update Report, including current deliverables, outstanding items, and engagement data.
- Q&A and open discussion time for clarification and alignment.
- Confirmation of next steps and scheduling of first Monthly Strategic Engagement Meeting.

DIGITAL COMMUNICATIONS

- A digital communication from NRHA demonstrating Your Rural HCO's commitment to the mission of NRHA and announcement of your mission and value proposition.

EDUCATIONAL CONTENT DISTRIBUTION, WHITE PAPERS, THOUGHT LEADERSHIP, CO-BRANDING

NRHA Pipeline Partners are rural hospital experts, and we expect them to collaborate and share in delivering quality, timely, and relevant content to our audience of rural hospital executives.

- Webinars-live online educational presentations co-developed and presented by Your Rural HCO and NRHA.
- Opportunity to deliver two webinars.
 - Invitations sent to approximately 7,000 hospital executives.
 - Over 60 touch points of invitations to rural executives.
- Complete event analytics and registrant email addresses included.

CONFERENCE ENGAGEMENT & NETWORKING

- Partner-designated exhibit space and networking access at two national NRHA conferences
 - NRHA Annual Conference
 - NRHA Rural Health Clinic Conference & Critical Access Hospital Conference
- Two full conference registrations to facilitate in-person engagement with rural healthcare executives and decision-makers
- Advance and post-event attendee lists
- Conference signage and recognition as an NRHA Partner
- Partner-only exhibit space, ensuring visibility is not diluted by non-partner organizations

MONTHLY STRATEGIC ENGAGEMENT & CO-DEVELOPMENT MEETINGS

Ongoing meetings ensure that the partnership is managed strategically, deliverables are completed, and ROI is maximized. These meetings shall serve as the working sessions for co-developing and refining the strategic marketing plan. Each meeting shall include:

- NRHASC subject matter experts collaborating with Your Rural HCO's marketing, events, and Rural Expert teams.
- A pre-distributed agenda prior to each call and a recap email afterward from the designated notetaker, documenting discussion points, commitments, and action items.
- Structured review and co-development activities, including:
 - Content calendar planning, aligning deliverables with conferences, campaigns, and publications.
 - Review and refinement of educational pieces to ensure they meet rural best practices and TRUSTED messaging standards.
 - Ongoing training and coaching for Your Rural HCO's SMEs to prepare them for executive-facing interactions.
 - Tracking of deadlines and accountability for deliverable completion.
 - Metrics review from the Partner Update Report, including performance, engagement, and reach.
 - Updates to Your Rural HCO's partner landing page on the NRHASC website for maximum visibility.
 - Review of Your Rural HCO's completed TRUSTED Messaging Worksheet and its continued integration into messaging and deliverables.
 - Advertising deadlines and lead times, with recommendations for upcoming opportunities.
- Joint identification of new opportunities for rural-specific positioning, resource development, and thought leadership.

ENGAGEMENT-DRIVEN RESULTS FOR PARTNERS

Through the program, partners report measurable outcomes, including:

- Expansion into new rural markets, with several partners growing their footprint into 20 or more states
- Doubled rural customer bases, or more than 35 percent rural client growth
- Increased credibility through alignment with NRHA, cited as a factor in opening doors with rural leaders
- Sustained relationships that extend beyond one-time transactions

Partners also point to results such as a 200 percent increase in rural health leads, a 22 percent increase in permanent placements, and measurable improvements in rural facility performance.

PARTNERSHIP ELIGIBILITY

The NRHA Rural Hospital Partnership is intentionally selective. Partnership capacity is limited to ensure visibility, access, and meaningful engagement for all partners. Organizations accepted into the program demonstrate a proven ability to serve rural healthcare effectively and responsibly.

NEXT STEPS

Review Partner information above.

1. Review Partner website at www.NRHAPartners.com
2. Review our website for our Hospital CXOs at www.NRHASC.com
3. Complete Partner Application
4. Successfully complete Partner review process
5. Execute Partner agreement
6. Begin working on deliverables listed above

PIPELINE PARTNERSHIPS

\$20,000 (Includes the deliverables listed above)

EMERGING PARTNER PROGRAM

NRHASC offers a limited program designed to support growth and readiness while scaling content-creation capabilities, learning about rural healthcare's uniqueness, and developing credibility. Joining reserves space in the pipeline partnership queue for your organization.

This option is intended for organizations that:

- Have identified rural healthcare as a primary target
- Are building momentum in rural healthcare, but not yet ready for the pipeline partnership
- Have at least 3 successful rural implementations
- Are committed to learning, alignment, and relationship-building in rural healthcare

This pathway provides:

- Logo placement on the NRHASC website
- Inclusion in select NRHASC e-blasts
- Two registrations and banner presence at the NRHA Annual Conference
 - Personalized name badge to identify you as a vendor moving towards full pipeline partnership
- One registration at the Rural Health Clinic / Critical Access Hospital Conference
 - Personalized name badge to identify you as a vendor moving towards full pipeline partnership
- Exposure to state-level organizations and rural-focused stakeholders that support growth

PROGRAM INVESTMENT: \$10,000

[CLICK HERE TO APPLY](#)

This pathway is limited & designed as a steppingstone, not a substitute, for full partnership. Organizations looking for real conversations with rural decision-makers are encouraged to apply. If you qualify for a partnership, you are not a candidate for the Emerging Partner program.

PARTNER PERSPECTIVES ON THE RURAL HOSPITAL AND CLINIC PARTNERSHIP PROGRAM

"NRHASC has opened doors we could not open ourselves. Our rural footprint now spans the entire country."

NRHA Partner | Workforce Solutions

"Through NRHASC, we expanded well beyond our original region and now serve rural hospitals in more than 20 states."

NRHASC Partner | Revenue Cycle & Financial Solutions

"The Partner Program helped us move from regional work to a truly national rural presence."

NRHASC Partner | Clinical Services & Specialty Care

"NRHASC provided access to rural markets we had not been able to reach on our own."

NRHASC Partner | Technology & Digital Health

"Our engagement through NRHASC directly supported expansion into new rural regions and facilities."

NRHASC Partner | Staffing Solutions