

We Award the AHA Endorsement



We **identify** challenges.
We **endorse** solutions.
We **collaborate** with innovative companies.

Your Partner to transform health care.

AHA Solutions takes pride in the relationships we have built with Partners whose solutions have earned the AHA Endorsement. Each Partner has undergone the rigorous *AHA Signature Due Diligence Process*[™]. By addressing the operational challenges that face our nation's hospitals, our Partners demonstrate a deep commitment to health care and to creating healthier communities. By convening AHA member hospitals that face similar challenges with recognized knowledge leaders, AHA Solutions provides a unique, value-added service.

Benefits of the AHA Endorsement

We are your key strategic Partner in health care. We are an extension of your marketing team, working collaboratively to provide the highest level of credibility, visibility and access to the most targeted buyers. As an AHA Partner, you are aligned with an organization that has a 100+ year commitment to helping hospitals and care systems in their pursuit of excellence.

We help position you as a thought leader on key challenges facing hospitals and offer your endorsed product or service as **the** solution to help hospitals improve operations and enhance patient care. You benefit from repeated opportunities to promote your endorsed product or service to AHA members. Products and services bearing the exclusive Endorsement Seal have instant credibility within the health care community.

Our Value to Our Partners and Our Nation's Hospitals

AHA Solutions collaborates with hospital leaders and market consultants to conduct product due diligence and identify solutions to hospital challenges.

Partner Value

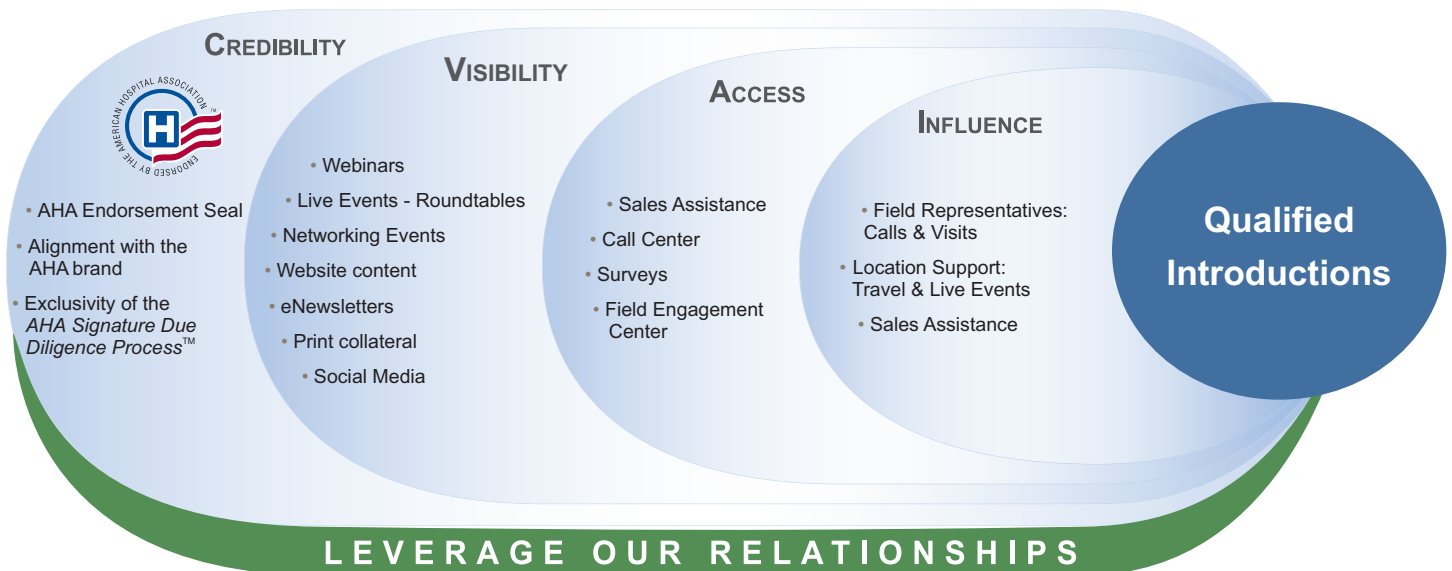
- Instant market credibility
- Competitive advantage over peer organizations
- Brand and product visibility through integrated marketing campaigns
- Knowledge leader status in key challenge areas
- Access to influential decision makers
- Positioning as a core component of the AHA strategy for operational excellence in hospitals

Hospital Value

- Complimentary educational events on key challenge areas
- Access to AHA research, data and information
- Access to knowledge experts and related resources on key challenges
- Introduction and direct access to products and services that help solve key operational challenges

Our Methodology

A partnership with AHA Solutions and the AHA Endorsement provide your solution with credibility, visibility and access. Our unique strategy influences the decision-making process, providing you with tangible results—qualified introductions. This integrated approach helps align our Partners with the true needs of the health care field, providing AHA constituents with the education, resources and access points needed to make informed and strategic buying decisions.



Credibility

The AHA Endorsement Seal provides your organization with instant credibility in the health care market. When hospitals select a product or service that has earned the AHA Endorsement, they can be confident it has met the AHA's highest standards.

Through the AHA Endorsement your solution is aligned to a brand with a 100+ year commitment to its members, our nation's hospitals. The credibility attached to an endorsed product or service lends itself to heightened thought leadership status in your specific challenge area.

Visibility

As your strategic Partner, AHA Solutions acts as an extension of your marketing team. We collaborate to identify sales opportunities and devise a cohesive, integrated, multichannel marketing program to promote your endorsed product or service. Our 30+ years of experience in positioning solutions to AHA members assures targeted communications to hospital decision makers in all organizational areas.

Through our proprietary education program, the *Signature Learning Series*[™], we provide invaluable education. *Signature Learning Series* events showcase hospital success stories told from the perspective of the hospital and the Partner that impacted success. These events can take on many forms, including live convening meetings, informative roundtables, issue driven webinars and other targeted events that share industry leading ideas and innovative solutions.

Access

By leveraging the activities that increase your solution's brand awareness in the marketplace, we help you build a pipeline of business opportunities.

Our field outreach resources support your sales team with facilitated introductions, Sales Assists and lead qualification based on marketing follow up activity. AHA Solutions Senior Field Representatives, the knowledge experts and advocates for issues impacting member hospitals, are at the frontline to connect hospitals and Partners through ongoing relationship building and personal introductions.



What Hospitals Say

“The AHA Endorsement of PolicyTech’s Policy & Procedure Manager really caught our eye and caused us to expand the list of vendors we were already considering to include PolicyTech. You might say the Endorsement opened the door for PolicyTech; the rest was up to them.”

— David Blake
Vice President, Corporate Compliance
Cedars-Sinai Medical Center
Los Angeles, CA

“The AHA Endorsement validates the caliber of EHR’s solutions and confirms that EHR’s solutions are a practical and powerful way to meet crucial hospital compliance and operational needs. EHR came in as a true partner—understood our needs and unique position in the market—and delivered the large return on investment they promised.”

— Stephen Ricks
Seton Medical Center
Austin, TX

“We were thrilled when we found Halogen because eAppraisal™ Healthcare is endorsed by the AHA... we’re in good company with over 400 health care organizations using the technology.”

— Celine Craig
Human Resources Director
King’s Daughter’s Medical Center
Brook Haven, MS

What AHA Partners Say

“AHA Solutions provides greater vision into the ongoing challenges health care providers are facing daily.”

— Michael Kortan
Director of HealthCare Solutions
Hyland Software

“The AHA Endorsement lets our prospects know we have been well researched and provide a stellar product that meets the specific needs of hospitals.”

— Yvon Martel
Vice President, Health care
Halogen Software

“Working with the AHA on regular educational programming has assisted EHR to reach thousands of hospitals across the country in productive settings where we can discuss hot topics, impart counsel and highlight the solutions we deliver to address the key issues providers are facing today.”

— Robert R. Corrato, MD, MBA
President & CEO
Executive Health Resources



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About AHA Solutions

AHA Solutions, Inc. is a resource to hospitals pursuing operational excellence. As an American Hospital Association (AHA) member service, AHA Solutions collaborates with hospital leaders and market consultants to conduct the proprietary *AHA Signature Due Diligence Process* and identify solutions to hospital challenges in the areas of care continuum, clinical integration, cultural transformation and financial sustainability. AHA Solutions provides access to content experts and education to support product decision-making. As a subsidiary of the AHA, the organization convenes people with like interests for knowledge sharing that is centered on timely information and research. AHA Solutions is proud to reinvest its profits in the AHA Mission: To advance the health of individuals and communities.

