

ASHMPR MEMBERSHIP APPLICATION

(Membership is by individual and **is not** transferable.)

NAME: _____ TITLE: _____

HOSPITAL/INSTITUTION: _____

MAILING ADDRESS: _____

CITY, STATE, AND ZIP CODE: _____

TELEPHONE # _____ FAX# _____

E-MAIL ADDRESS: _____

AREAS OF EXPERTISE: _____

AREAS OF INTEREST: _____

SIGNATURE _____ DATE _____

MAKE CHECK PAYABLE TO:

**Arkansas Society for Healthcare Marketing and Public Relations
(ASHMPR)**

MEMBERSHIP FEE: \$35 (Includes \$25 AHA personal membership fee)

RETURN FORM AND CHECK TO: ASHMPR
419 Natural Resources Drive
Little Rock, Arkansas 72205
(501) 224-7878



A member of the



Arkansas Hospital Association



Thank you for your interest in the Arkansas Society for Healthcare Marketing and Public Relations (ASHMPR). We hope that you find this brochure helpful.

Throughout the year, ASHMPR holds educational conferences, networks through email, and helps sponsor the Diamond Awards at the Arkansas Hospital Association Annual Meeting. To become a member of this organization, please fill out the membership form on the back page and send it to the contact listed at the bottom of the form. For any questions, please contact Jennifer Kostelecky by phone at 501-224-7878 or by email to jkostelecky@arkhospitals.org.

Thank you!

ASHMPR Board

Purpose

The purpose of this Society is to improve the quality of health facility marketing and public relations by raising the professional knowledge and standards of practitioners and by promoting understanding among health facilities.

Mission

The Arkansas Society for Healthcare Marketing and Public Relations, through its affiliation with the Society for Healthcare Strategy and Market Development and the Arkansas Hospital Association (AHA), is a network of professionals joined by a set of common values:

- **Collaboration:** Sharing information through open communication and working together to the betterment of each of our individual roles.
- **Education:** Providing educational opportunities, to improve members' working knowledge of their profession, to improve and enhance the members' marketing and public relations skills, to keep abreast of continuing changes in the health care field.
- **Leadership:** Inspiring growth and a forum for testing ideas.

Committees

- **Communications**
 - Newsletter
- **Membership**
 - New Membership
 - Retention of Members
 - Nominations for the Board
- **Resource Sharing**
 - Networking Ideas
 - Networking opportunities
- **Professional Development**
 - Conferences
 - Special Projects

Benefits

- Personal Membership in AHA
- Quarterly *Arkansas Hospital* Magazine
- Biannual Education Programs
- Liaison with regional groups (AHA & Society for Healthcare Strategy and Market Development)
- Ability to vote and participate in ASHMPR
- Professional Contacts and Networking
- Membership Directory