

**ASHMPR MEMBERSHIP APPLICATION**

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



**A member of the**



**Arkansas Hospital Association**



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: Lyndsey Dumas  
Administrative Assistant  
Arkansas Hospital Association  
419 Natural Resources Drive  
Little Rock, Arkansas 72205  
(501)224-7878  
ldumas@arkhospitals.org

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, distributes quarterly newsletters, 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 Lyndsey Dumas by phone at 501-224-7878 or through email at ldumas@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**

- **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
- Three Education Programs a Year
  - Spring Conference
  - Summer Conference
  - Annual Meeting Luncheon
- 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
- Membership Listserv