

ASHMPR MEMBERSHIP APPLICATION

(Membership is by individual and is not transferable.)

Name: _____

Title: _____

Hospital/Company: _____

Address: _____

City, State, and Zip: _____

Telephone: _____

Email Address: _____

Areas of Interest: _____

Areas of Expertise: _____

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
Phone: (501) 224-7878

MEMBERSHIP APPLICATION



Join your colleagues from around the state as they work 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.



From the ASHMPR Board

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. If you are interested in becoming a member of ASHMPR, please complete the membership form on the back page and send it, along with payment, to the address at the bottom of the form.

Eligibility

To become a member of ASHMPR, you must be employed by an AHA member hospital or employed by a facility that is ineligible for membership in AHA. If you work for a hospital that is eligible for membership in AHA, but chooses not to a member, you may not join this group.

For questions, please contact Lyndsey Dumas (501-224-7878 or ldumas@arkhospitals.org).

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