CARES by AVA | Competency-Action-Results-Education-Satisfaction

Become a CARES group now to meet your Network goals!

What is CARES by AVA?

CARES by AVA is a new initiative designed for AVA Networks to encourage their local members to join AVA. Increasing the strength of the vascular access community through diversity and membership is a strategic goal of the AVA Board of Directors. To help meet this goal, CARES by AVA has been developed with a dual purpose: encourage AVA Networks and key decision-makers at hospitals and other employers to help us reach this goal. This is a deeply discounted one-year membership of $99/annual dues, which is a $26/20% discount. This discount is only available to new members of AVA.

How does CARES by AVA work for Networks?

If you’re interested in signing up your network to participate in this 60-day membership campaign, click here. AVA will then work with you to determine a launch date and provide campaign materials for you to distribute to your members who are not yet AVA national members.

Why should my Network help?

We all benefit from a strong vascular access community. AVA has special, mutually beneficial relationships with its local Networks. CARES is designed to financially benefit both your Network and AVA. By building joint AVA national and network membership, you are helping to improve patient outcomes across the care continuum. As a standard part of our application, AVA encourages its members to join their local network. This ensures a larger pool of volunteers and potential leaders and helps ensures the growth and stability of your network.

What is the incentive to the Network?

As an incentive, AVA will waive your annual Network administrative fee (currently $225/year) when your Network reaches 80 percent of common membership as part of this campaign. The Network with the highest percentage of common membership over 80 percent will receive an additional $200 cash prize. This membership campaign will pilot in 2021-2022 but we plan to make it permanent. We welcome your feedback during this pilot phase as we refine how to maximize results for both the networks and AVA.

What if my Network doesn’t reach the 80 percent goal or withdraws from the program?

No problem, no worries, no penalty. AVA truly appreciates your effort. We’ll be sure to recognize you for your support for trying.

What is AVA asking me to do?

1. Distribute AVA-developed materials about CARES to individuals in your network who are not members of AVA. You will receive a unique discount code for them to use when joining. This also allows us to track your results.
2. If you prefer, AVA staff can send your members emails on your behalf, which will greatly reduce your administrative work.

**How should I provide this information?**

You can distribute the CARES by AVA membership campaign information to your Network’s members as part of your normal communication, social media post, website page and/or an electronic flyer. AVA will provide all these materials to you in a PDF or Word format.

**Is there a time frame for the CARES by AVA program?**

You can start partnering with AVA anytime. This is intended to be a 60-day campaign window. We will verify that your network has reach 80 percent common membership at the end of the campaign by comparing your initial list of members to our national list and again at the end of the campaign.

**Who else is participating in CARES by AVA?**

During this pilot phase, some of AVA’s industry partners have been asked to participate. Industry partners will reach out to decision-makers at employer settings. An employer setting can be a CARES by AVA group (similar to a Network) and offer this discounted membership to its staff.

**What else do I need to know?**

AVA plans recognition for participating Networks across all media channels. Additionally, this is a pilot program and is subject to changes as we improve and grow! We look forward to your feedback.

**Who do I contact at AVA for more information?**

Cate Brennan, CEO of AVA, cbrennan@avainfo.org, 385.296.9758 (cell), or 801-792-9079 x 105 (o).

THANK YOU FOR YOUR SUPPORT!