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2018

# Exhibits and Partnership Guide

# Expand Your Company's Reach in the Patient Access Industry with **NAHAM**

The National Association of Healthcare Access Management (NAHAM) is the leading resource for Patient Access professionals. NAHAM works to establish best practices and subject matter expertise in a variety of topics, allowing us to provide our members with an array of networking and education opportunities to further their careers and enhance the patient experience at their facilities.

Partnering with NAHAM gives you inside access to members and certificant, many of whom are the decision makers for their departments.

NAHAM Membership  
**1,946**  
members in 2017



## NAHAM Certificants

The number of NAHAM-certified professionals continues to grow each year. NAHAM projected growth for 2017 certificant is:



**8,000**

NAHAM Certified Healthcare Access Associates (CHAAs)

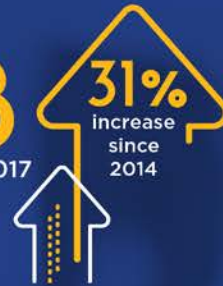


**742**

NAHAM Certified Healthcare Access Managers (CHAMs)

## Annual Conference Attendees

**748**  
attendees in 2017



### Career Level

Vice President **4%**  
Director **40%**  
Manager **40%**  
Associate/Front-Line **4%**  
Other **12%**

### Beds at Facility

0-100 **16%**  
101-249 **14%**  
250-499 **15%**  
500+ **35%**  
No Beds **20%**

# Promote Your Company Throughout the Year

NAHAM offers a variety of advertising and sponsorship opportunities in our key publications and educational products.



## Advertise in the *Access Management Journal*

The official publication of NAHAM is published quarterly, with one issue appearing in print and three distributed electronically. The circulation size for this publication is approximately 2,000 patient access professionals, and each issue is indexed in the Hospital Literature Index. Featured topics include management and supervision, technologies and procedures in hospital patient access departments, and changes in the healthcare industry with emphasis on those affecting patient access services.

	Cost	Business Partner Cost
Sizing and Pricing		
Two-Page Spread	\$1,800	\$1,530
Full Page	\$1,000	\$850
1/2 Page Horizontal	\$800	\$600
1/2 Page Vertical	\$400	\$340

## Advertise in Connections: NAHAM's e-Newsletter

Connections is NAHAM's quarterly e-Newsletter, featuring articles on industry news, NAHAM news, and upcoming events. This go-to member resource is distributed to 1,800 individuals, and offers you two possible spaces to purchase a clickable advertisement.

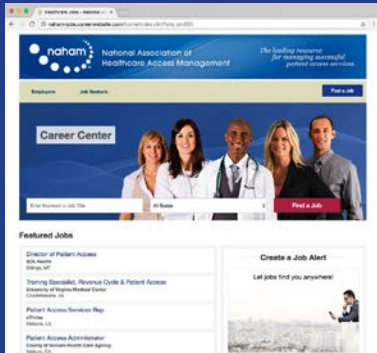
Pricing Options	Cost	Business Partner Cost
Header Banner Ad	\$1,000	\$850
Sidebar Ad Box	\$750	\$637.50

## Advertise in the NAHAM Newsbrief

Promote your company with a banner advertisement or product callout in NAHAM's weekly Newsbrief. This digital publication is emailed to more than 8,300 Patient Access professionals each week. Sponsorship includes 13 issues over three months. [Click here](#) for sizing and pricing.



# Promote Your Company Throughout the Year



## Utilize the NAHAM Career Center

The NAHAM Career Center is *the* online tool for Patient Access professionals seeking employment. If you have a position to fill, our Career Center is your solution! Current rates are \$210 for 60 days and specialized packages are available.

## Sponsored Email Blast: \$3,000 each (\$2,000 for Business Partners)

Reach the NAHAM Network of more than 8,000 members and certificants via our dedicated email blast service. You provide the message, and we'll take care of the rest!



## Sponsored Webinars: \$3,500 (\$2,500 for Business Partners)

Your company can sponsor a webinar for Patient Access Professionals. These one-hour webinars feature expert content presented by industry leaders, and offer valuable NAHAM contact hours. You can sign up to sponsor a webinar NAHAM is planning, our work with our team to produce your own! This sponsorship includes branding during the webinar, recognition in promotional materials, and a copy of the final registration list. NAHAM webinars regularly have more than 500 registrants.



# Become a **NAHAM** Business Partner

NAHAM's Business Partner Membership is offered to companies who service the healthcare industry with particular relevance to Patient Access services.

Becoming a NAHAM Business Partner is a guaranteed way to keep your company's name in front of the NAHAM general membership – your customer base – year-round.

## Benefits include:

- » First choice of booth space in the Vendor Showcase at the Annual Conference
- » Full access to NAHAM's member directory
- » A free, one-time use of the NAHAM member mailing list
- » Reduced pricing on exhibit, sponsorship and advertising opportunities totaling more than \$2,000 in savings

Business Partner membership is **\$1,500 per year** and expires one year from date of payment. Visit [www.naham.org/businesspartner](http://www.naham.org/businesspartner) to learn more and to sign up today!

