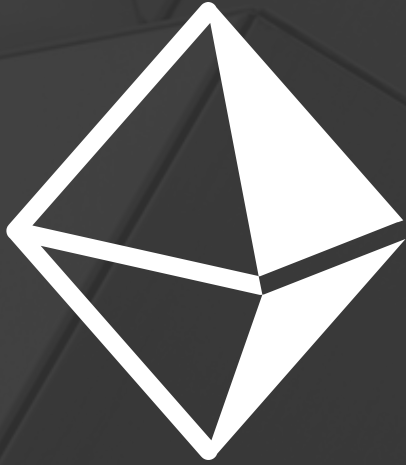


Benefits

Associate Members | Sponsors



DCHA is proud to be the unifying force advancing hospitals and health systems in the District of Columbia for 45 years.



WHO WE ARE

The District of Columbia Hospital Association (DCHA) is a unifying force advancing hospitals and health systems in the District of Columbia by promoting policies and initiatives that strengthen our system of care, preserve access, eliminate disparities, and promote better health outcomes for patients and communities. At DCHA, our members' investments fuel the Association's work in building a sustainable, healthy, and thriving community.

By joining DCHA as a partner, sponsor, or member, your organization will unlock a plethora of benefits spanning community connections, advocacy, recognition, visibility, and educational opportunities. DCHA actively seeks enduring relationships that deliver value to our stakeholders, aligned with our goals, communication pillars, strategies, and vision. Join us in fostering meaningful connections and achieving shared success.



- 13 member hospitals
- 7 general acute care hospitals
- 2 long-term acute care hospitals
- 2 psychiatric hospitals
- 1 pediatric acute care hospital
- 1 rehabilitation hospital
- 2 community hospitals
- 4 Level-1 trauma centers
- 1,400 hospital leaders and professionals
- 27,000 employees
- 44,000 non-hospital jobs
- \$600 million in community benefit
- \$2.9 billion impact on labor income
- \$5.3 billion in economic activity
- \$36 million annually of uncompensated care
- 102,631 patients cared for
- 376,116 ER visits
- 61,062 ambulatory surgeries
- 890,000 days of patient care



PARTNERSHIPS WITH DCHA

The DCHA Corporate Partnership program opens doors for corporations and other organizations to build meaningful connections with key decision-makers in the District's premier hospitals. By joining, you'll not only stay seamlessly engaged with the dynamic health care landscape of DC but also gain exclusive access to critical insights on legislative, regulatory, and industry developments affecting our 13-member hospitals.

DCHA is eager to explore opportunities to build innovative and unique visibility and engagement with our member hospitals representing more than 27,000 employees—the second largest employer in the District and other key stakeholders including managed care organizations, payers and providers. As a hub for hospital leaders and professionals, DCHA provides a unique platform for collaboration, ensuring your partnership offers lasting impact.

GOALS

Primary Goals for the DCHA Corporate Partnership Program

#1

Forge enduring connections that deliver value to the diverse spectrum of DCHA stakeholders.

#2

Foster alignment and active engagement with DCHA members and stakeholders, working collaboratively to achieve shared goals, implement effective strategies, and successfully meet our shared goals.

DCHA PRIORITIES

DCHA is agile in its priorities and strategies to ensure that we meet the needs of our member hospitals and our patient community. Current priorities, developed in coordination with our member hospitals, include:

Patient Safety & Quality
Workforce Development
Opioid Response
Maternal Health

- Health Equity
- Healthy Hospital Initiative
- Reimbursements and Regulations



DCHA COMMUNICATION & VISIBILITY CHANNELS

DCHA Website—The main hub of information for our hospitals and stakeholders, the DCHA website receives about 36,000 visitors annually.

DCHA News—A weekly newsletter (40% open rate) on timely topics impacting member hospitals and key stakeholders and shared with more than 1,200 senior executives and other professionals.

DCHA Blog—Featured thought leadership posts on the DCHA website aligned with current priorities including equity, patient safety and quality, workforce development and other topics. Blog posts are also highlighted in *DCHA News* to ensure visibility among members.

Social Media—DCHA's social channels, Facebook, Twitter and LinkedIn - have a distinct, relevant following of more than 1,500.

Committees—DCHA collaborates and convenes 13 committees and workgroups with key leaders and decision makers within hospitals.

Thought Leadership—DCHA periodically releases white papers to members and other stakeholders and partners with corporate members on thought leadership, advertising and sponsored emails distributed to members.

Signature Event—The annual Annual Health Care & Innovation Summit is the premier convening for DCHA members bringing together 250+ executives, senior staff, and other professionals within member hospitals and other key stakeholders. Designed for all professionals working in health care, the summit explores strategies and emergent ideas to prevent and reduce harm to staff and to promote patient safety. This event offers presentation, brand visibility, and recognition opportunities.

Special Convenings—To bring increased awareness to sponsored programs focused on equity, maternal and child health, patient safety or other key topics, DCHA hosts special convenings to strengthen care and other programs within member hospitals. Presentation and brand recognition opportunities are available.

Webinars—All member hospital executives and senior staff are invited to these virtual educational opportunities aligned with DCHA priorities. Curated opportunities are available for corporate members and can be aligned to reach specific health care and leadership roles within member hospitals.



ASSOCIATE MEMBERSHIP TIERS

BRONZE | \$1,500

Designed for new or existing small businesses and other organizations seeking to enhance visibility and networking.

- Membership highlighted in *DCHA News*, our weekly e-newsletter
- Name and logo on the Associate Member's web page
- Invitations to DCHA events
- Pending approval, ability to use DCHA logo on your organization's marketing materials
- DCHA's online member directory (member name, role, organization, email) to enhance your 1:1 networking
- Invitations to DCHA's semi-annual Associate Member Reception with DCHA staff, board of directors, and other relevant hospital staff
- Thought leadership article highlighted in *DCHA News* once a year

SILVER | \$2,500

Recommended for businesses that have established their identity and are a recognized leader in the market place, but still seek additional opportunities to connect and grow.

- All benefits at the Bronze Level
- Thought leadership article highlighted in *DCHA News* twice a year
- A blog post featured on the DCHA website twice a year
- Job postings and event opportunities highlighted on the DCHA website

GOLD | \$5,000

An investment at the Gold Level is recommended for businesses that are planning to build their client base, customers, and relationships with other businesses.

- All benefits at the Silver Level
- Host one curated educational webinar on a timely topic aligned with DCHA priorities
- Thought leadership content highlighted in *DCHA News* twice a year
- One sponsored educational content email disseminated to DCHA members
- One month ad run in *DCHA News* (4 issues)



ASSOCIATE MEMBERSHIP TIERS

PLATINUM | \$7,500

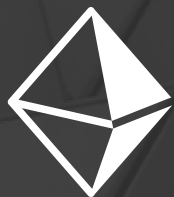
Recommended for businesses and organizations that wish to continue and strengthen their involvement in the District's health care industry through high visibility and increased access to health care leaders.

- All benefits at the Gold Level
- Opportunity to sponsor content in DCHA News four times a year
- One-month ad run (4 issues) in DCHA News and DCHA's website
- Opportunity to host two educational webinars through DCHA
- Opportunity to develop a white paper to be disseminated to DCHA's membership and promoted via DCHA's communication channels
- Three month long ad run in DCHA News and the DCHA website
- Opportunity to present one educational session at a DCHA event
- Three complimentary event registrations
- Exhibit space at events when available/offered

DIAMOND | \$10,000

Allows a business to increase their engagement in programs, projects, events, and services; and share their in-house expertise, knowledge and ideas with the hospital leadership in relevant areas, such as finance, HR, patient outcomes.

- Includes benefits at Platinum Level
- Customized opportunities to meet your marketing, visibility, and philanthropic goals
- Present your company/organization value proposition at a DCHA Board of Directors meeting
- Website logo and link highlighted on home page of the DCHA website
- DCHA will send two emails to attendee/member list on partner's behalf
- Three curated content opportunities via DCHA's communication channels and publications, as selected by partners
- Event sponsorship: brochure, research, other partner content provided to attendees; prominent logo recognition during the event; recognition from the podium (if applicable) and/or speaking opportunities; exhibit/display table; ad placement, complimentary registration



SPECIAL CONTENT OPPORTUNITY

Bring increased visibility and awareness to your work by highlighting recent research, publications, podcasts, and other thought leadership with hospital and health care executives, key decision makers, and other stakeholders across DCHA's 13-member hospitals.

White Paper | \$3,000



Takes an in-depth look at specific topics, ideas, and research that can be emulated by a broader audience. Papers explore how changes are successfully implemented and lead to improved processes and efficiencies.

Advertising | Starts at \$500



Expand your reach with digital advertising via DCHA's main communication tool, the weekly *DCHA News*, or via the website, dcha.org.

Webinar | \$4,000



Record a live, interactive webinar for lively discussion and participation on a hot topic for DCHA members to watch at the convenience of their desks. Webinars can be recorded anywhere, anytime. On-demand opportunities also available.

Email | \$1,500



Inform DCHA members about how your company, product or service can help them succeed, create new and better efficiencies, improve current processes, address the patient experience, among other items.



Purchase All Four for \$7,000

SPONSORSHIP

Unlock unparalleled visibility and networking opportunities within the DC hospital and health care community through DCHA's premier Annual Health Care & Innovation Summit. Secure prominent recognition for your brand and thought leadership through this impactful event aimed at enhancing hospital safety and the patient experience.

2024 SIGNATURE OPPORTUNITY

Annual Health Care & Innovation Summit | October 25, 2024

- Keynote and Other Presentation Opportunities
- Award Presentations to Hospitals and Health Care Professionals
- Sponsored Introductions
- Video Ads
- Brand Logo or Ad Highlighted in Presentation Slides and on Event Registration Page
- Social Media Recognition in Pre-Event and Other Marketing
- Registration List
- Exhibit Space

CONTACT

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