



**NRHA**  
SERVICES CORPORATION

# NRHA RURAL HOSPITAL PARTNERSHIP

## DRIVE ENGAGEMENT AND CUSTOMER ACQUISITION IN RURAL HOSPITALS AND CLINICS BY BEING AN NRHA PARTNER

### 2,000+ HOSPITALS AND 5,000 CLINICS

Tap into the Rural Healthcare Network as an NRHA Partner. The program provides access to the national network of rural healthcare facilities and decision-makers, which is essential for effective rural customer acquisition.

### 203,284 EMAILS OPENED

**From messages sent to rural healthcare organizations through the NRHA Partner Program from May 2023 to May 2024:**

Deliver your content through a trusted source, avoiding the challenges of circumventing hospital antispam barriers and gatekeepers who do not know you.

### 8,000 ENGAGED LEADS

**Delivered from May 2023 to May 2024 to Participating NRHA Partners:** Drive ROI and avoid wasting time attempting to engage without the power of a trusted source.

### 60 EXCLUSIVE RURAL HOSPITAL PARTNERS

Stand out as one of just 60 NHRAPartners at a time, rather than being one of 200K healthcare vendors attempting to reach Rural Hospitals.

### 7K RURAL HEALTHCARE EXECUTIVES TO COMMUNICATE WITH

Build relationships by learning to recognize how rural executives communicate differently than urban or metropolitan executives.

*"Partnering with the NRHA has been a key strategic move for us, providing invaluable networking opportunities and a solid return on investment. We've seen our business with NRHA member hospitals grow significantly since starting our partnership in 2015."*

**– David Barney, Platinum Partner**

## ENGAGE WITH US!

Interested in becoming a partner?

Contact [bedell@nrhasc.com](mailto:bedell@nrhasc.com) or [kodis@nrhasc.com](mailto:kodis@nrhasc.com) to schedule an introductory call and discover the benefits of the NRHA Rural Hospital Partnership firsthand.

Entry Level Partnerships Begin at \$19,250

[Ready to Apply? Take the next step and submit your application today!](#)

## ACHIEVE REMARKABLE GROWTH THROUGH PROVEN STRATEGIES

*"Our long-standing partnership with the NRHA has been essential to our marketing strategy, giving us access to top rural healthcare leaders and enabling us to develop deep relationships within this community."*

**– Ralph Llewellyn Gold Partner**

### LEAD GENERATION

Utilize rural successful marketing strategies and co-branded presentations designed to connect with rural health decision-makers.

### GUIDANCE FROM INDUSTRY LEADERS

Top performing Rural Hospital Executives created the NRHA Partnership to offer qualified vendors insight into the unique purchasing cycle, habits and needs of rural hospitals.

### EXPERT-DRIVEN INSIGHTS AND SUPPORT

*"Since joining as a pipeline partner in 2017, the NRHA has provided us with extensive opportunities to reach and engage with rural healthcare leaders through webinars and conferences, significantly impacting our service offerings."*

**– Nicole Weathers, Gold Partner**

### VISIBILITY AND ENGAGEMENT OPPORTUNITIES

*"NRHA has been instrumental in connecting us with rural healthcare providers, enhancing our visibility and involvement across rural communities for over a decade."*

**– Kate Hill, Platinum Partner**

### PROMINENT EVENT EXPOSURE

Ensure your brand stands out at major rural health events with strategic logo placements, prime exhibit spaces, and interactive tools designed to deepen connections with key stakeholders.

### SHOWCASE EXPERTISE THROUGH CONTENT

Contribute expert articles, white papers, and blog posts that demonstrate your authority and successful interventions in rural healthcare.

### CONTENT LEADERSHIP AND MARKETING SYNERGY

*"Partnering with NRHA has aligned perfectly with our mission, enhancing our ability to advocate for and meet the complex needs of the rural healthcare system."*

**– Brian Haapala, Platinum Partner**

## NRHA RURAL HOSPITAL PARTNERSHIP BENEFITS

- **Conferences:**
  - Policy Institute
  - Annual Rural Health Conference
  - Rural Health Clinic and Critical Access Hospital Conferences (Exclusive to Partners)
- Registrations
- Prime Exhibit Space
- Attendee List
- Personal Introductions to Key Targets
- Logo Display on Signage
- Company Description and Logo Event App
- Right of 1st Refusal for Sponsorships
- Drink Tickets
- Participate in Monthly Strategy and Update Calls
- Co-Develop a Strategic Marketing Plan
- Receive Rural Healthcare 101 Training
- Access Rural Health Publications: Rural Horizons Magazine (Published Quarterly) and NRHA Today (Weekly Newsletter)
- Access to the Legislative Action Website
- Contribute to the NRHA Hospital Executive Forum
- Access the NRHA Mailing List
- Receive a Corporate Organizational Membership to NRHA
- Engage with Rural Audiences through Digital Channels
- Showcase Your Solutions to Rural Health Executives
- Contribute to NRHA's Rural Health Voices Blog
- Publish Advertisements in the NRHA Today Newsletter
- Secure a Monthly Placement on the NRHA Rotating Web Banner
- Publish and Distribute Co-branded Content, Including Case Studies, Impact Statements, and Videos
- Present in the Rural Health Executive Educational Series
- Host a Dedicated Landing Page on NRHAPartners.com