



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 or kodis@nrhasc.com to schedule an introductory call and discover the benefits of the NRHA Rural Hospital Partnership firsthand.

Entry Level Partnerships Begin at \$17,250

[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