



Membership Best Practices

September 8, 2021

Chapter Leader Exchange

Best Practice Series

Chapter Leader Exchange

Friday, September 17

10:00am – 2:30pm CT (break for lunch)

- **Upcoming:**
 - *Membership Best Practices | Sept 8, 3:00pm CT*
 - Finance Best Practices | Sept 15, 2:00pm CT
 - Advocacy Best Practices | Sept 20, 11:00am CT
 - Sponsorship Best Practices | Sept 29, 1:00pm CT
- **Recording available:**
 - Program Best Practices
 - Health Equity Engagement Best Practices

Membership Resources

- **Visit the CLRA at <http://clra.himsschapter.org/membership-1>**
 - Engagement tips
 - Recruitment guides
 - Welcome communication samples
 - Retention letter templates
 - OA outreach communication samples
 - OA member overview
 - Corporate member overview
 - Advancement

Access membership type overview at
<https://www.himss.org/membership-types/individual>

Membership Data Sharing

Membership report

- Distributed 1st Friday of the month
- Sent to President, President-Elect, Membership Chair, Communications Chair

Dues revenue sharing report

- Distributed the 10th of each month
- Sent to President and Treasurer

OA primary contact report

- Distributed as needed
- Contact your chapter's manager (Angie or Carrie)

HIMSS Membership Dues Revenue Sharing

Individual, Corporate & Chapter-Only Members	Organizational Affiliate Members
<p>\$23 <i>Chapters receive \$23 per year for each individual, corporate and chapter-only member within their chapter membership.</i></p>	<p>Up to 4% of contact payment <i>Chapters receive up to 4% of contract payment for Organizational Affiliates, based on chapter affiliation. The payment may be shared among multiple chapters.</i></p>

Chapter List Usage Policies and Guidelines

HIMSS protects the privacy of members. Chapters may only use the list in any way that promotes the mission and vision of HIMSS. Chapters should ensure that all communications are professional and relate only to HIMSS/HIMSS Chapter business or interests. If a user requests to be removed from a list, please let us know immediately. The chapter's membership list may not be used for personal gain of any individual (board members, election candidates, sponsors, etc.).

- **Do not sell or distribute the membership list** – Chapters may use the list to do their own outreach to members on the list, but may not, under any conditions, sell the list (in exchange for any item of value) or distribute/share the list in any way.
- **Do not share member contact information with collaborators** - Chapters **must** distribute all communications directly to their members for a co-sponsoring organization. **DO NOT** share member lists with outside organizations, even in collaborative marketing/communications/etc.
- **Do not share member contact information with sponsors** - **DO NOT** share the chapter's complete list with sponsors or market suppliers (vendors). The chapter may share limited information such as name, title, company, city, and state only if attendees permit you to share their information via specific **opt-in** on the registration form; then approved contact details may be provided. Exhibitors may collect attendee information at their booths or tabletops.

Meet Our Speakers



Bobby Maslowski

*Individual
Membership*



Kevin Cleary

*Corporate
Membership*



Jessie Bird

Non Profit Partners



Aisha Wolo

Non Profit Partners



Kathy Shaw

*Organizational
Affiliates*

Individual Membership



Bobby Maslowski
Member Engagement Lead

Membership Types and Benefits

- **Membership Types:**

- **Entity Level:**

- Corporate
- Organizational Affiliate
- Non-Profit Partner

- **Individual**

- Regular (includes one chapter)
- Chapter Only
- Online Only (renewals only)
- Student (includes on chapter)

Benefits

- Discounts to events, local and global
- Education
- Volunteer and engagement opportunities
- Networking and Community
- Professional development and
- Resource access on HIMSS.org

Involvement Opportunities



11

HIMSS members execute strategic initiatives and create valuable thought leadership.
(Requires application process)



16

HIMSS members work together to solve problems and lead initiatives.



7

HIMSS members work narrow-issue projects for short periods of time.



58

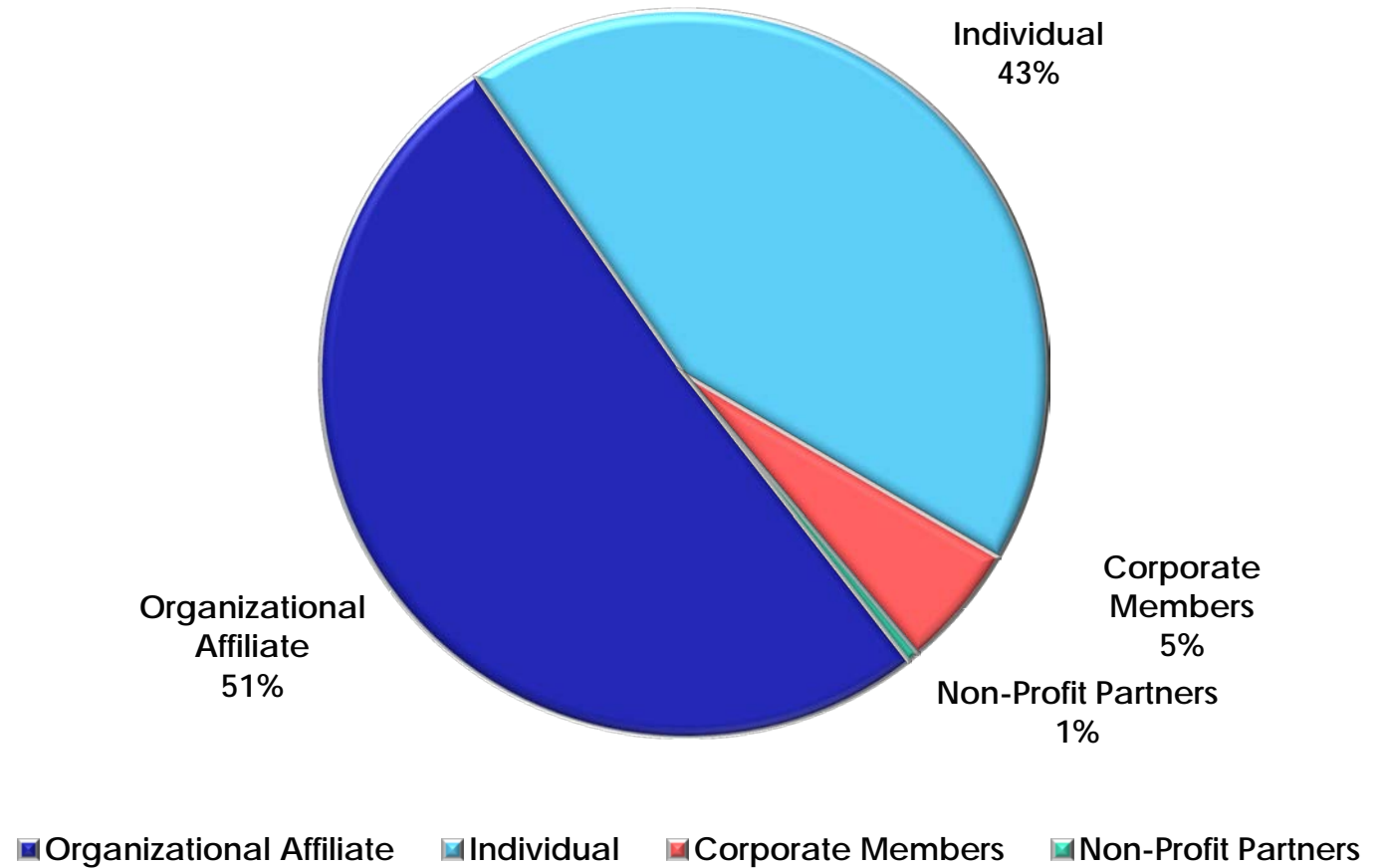
Local connections, education, and leadership opportunities.

Membership by the Numbers

- **Membership Categories**

- OA's = 57,020; 50.83%
- Individual = 48,388; 43.14%
- Corporate = 6,171; 5.5%
- Non-Profit Partners = 592; 0.53%

Membership Composition



Chapters by the Numbers

Region	FY17	FY18	FY19	FY20	Sep 2021
Midwest	15,648	15,785	16,571	16,188	16,088
West	12,085	14,088	14,659	13,958	13,176
South	16,635	17,648	19,338	19,857	19,123
Northeast	18,011	18,871	19,366	18,952	17,943
Intl	554	627	830	822	556
Chapter Count	62,933	67,019	70,764	69,777	66,886
Total Membership	67,910	73,806	78,469	80,063	112,171

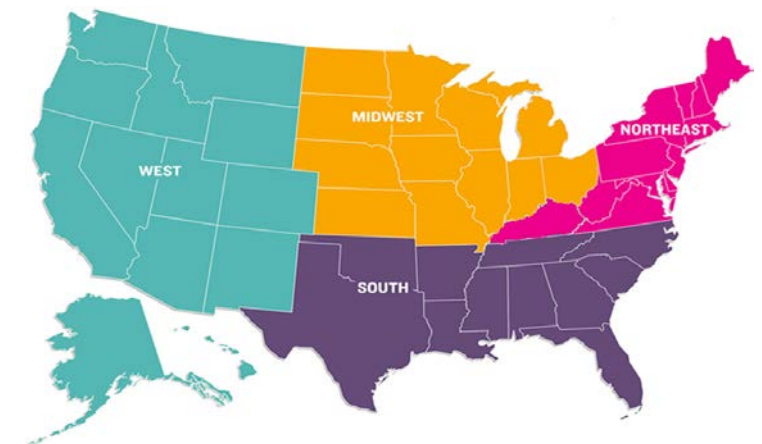
Midwest
Chicago
Greater Kansas City
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri - Midwest Gateway
Nebraska
North Dakota
Ohio - Central and Southern
Ohio - Northern
South Dakota
Wisconsin Dairyland

South
Alabama
Arkansas
Florida - Central/North
Florida - Southern
Georgia
Kentucky
Louisiana
Mississippi
Oklahoma
Puerto Rico
South Carolina
Tennessee
Texas - Austin
Texas - Dallas/Ft. Worth
Texas - Houston
Texas - Lubbock
Texas - San Antonio

West
Arizona
California - Northern
California - Southern
Colorado
Hawaii-Alaska
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington State

International
British Columbia
India
Ontario
Canadian Prairies

Northeast
Delaware Valley
Maryland
New England
New Jersey
New York
North Carolina
Pennsylvania - Central
Pennsylvania - Western
Virginia
Washington DC
West Virginia



HIMSS Corporate Relations

Logistics - Benefits – Engagement - Support

Amenia Army, Sr. Manager Corporate Relations

Susan Burch, Sr. Manager Corporate Relations

Kevin Cleary, Director Corporate Relations

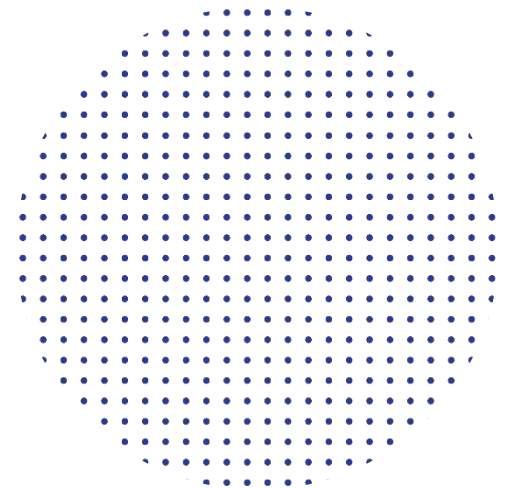
Chandra Guha, Sr. Manager Corporate Relations

Daniel Trampas, Sr. Associate Corporate Relations

Maggie Van Vossen, Sr. Manager Corporate Relations

HIMSS Corporate Membership

- *Support*
- *By the Numbers*
- *Membership Benefits/Services*
- *Engagement Strategies*
- *Achievements/Opportunities*



Your Corporate Relations Team

Strengthen relationships, Champion member value, Engage the healthcare community



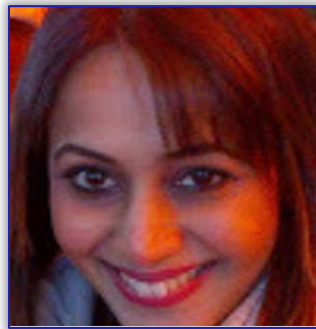
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Susan Burch
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Kevin Cleary
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Chandra Guha
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Daniel Trampas
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Maggie Van Vossen
Maggie.vanvossen@himss.org

#1 Priority = 80%+ Member Satisfaction

6,210 = Corporate Member representatives (individual/CCREGs)

541 = HNA Corporate Members

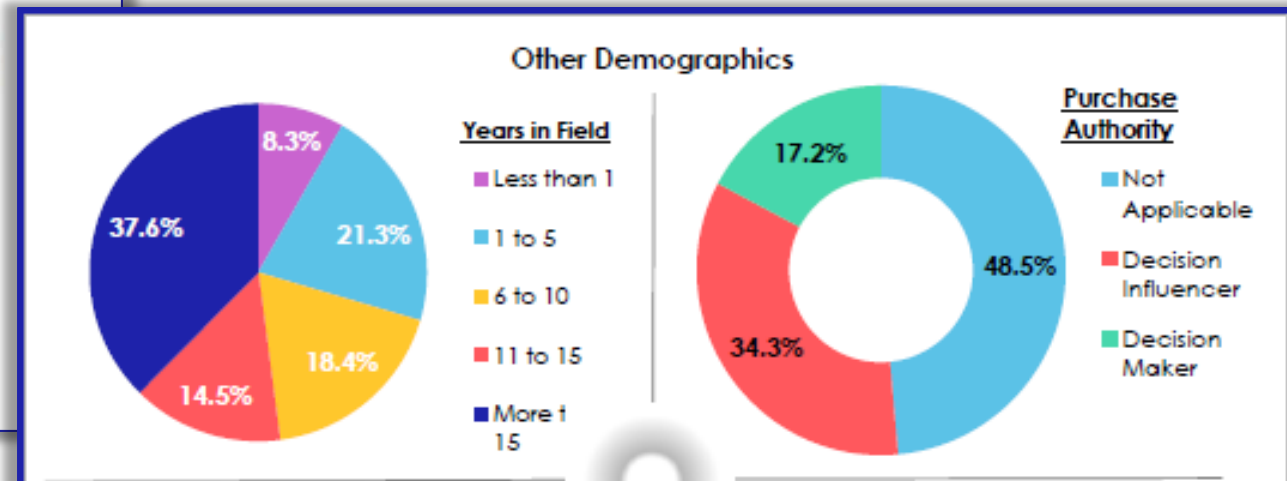
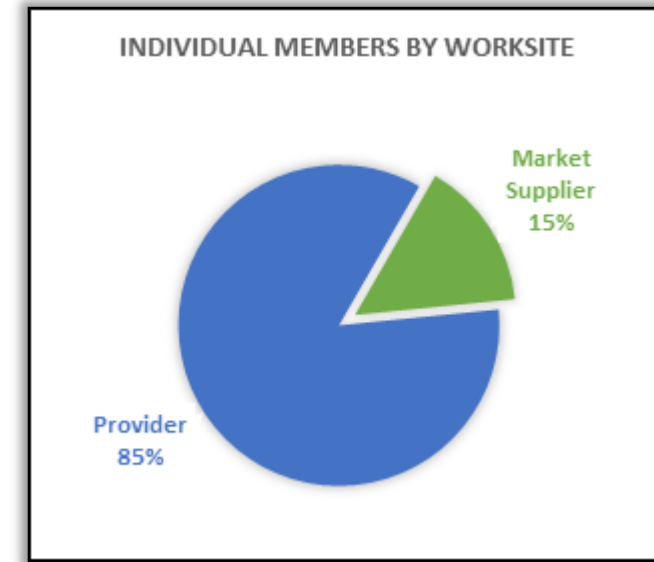
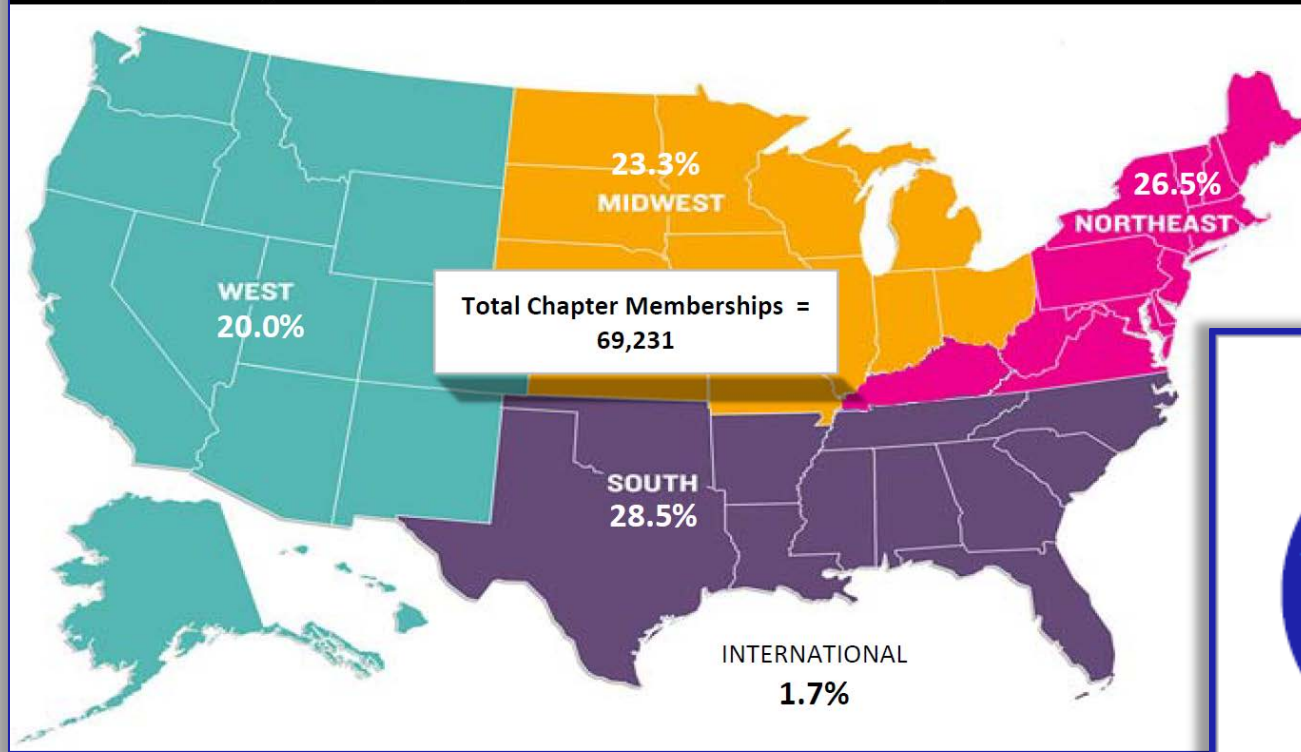
89% = HNA Corporate Member Retention (as of 8/31/21)

120 to 150+ = HNA Corporate Members supported by each Sr Manager

HIMSS Membership

Chapter Membership By Region and Chapter - December 2020

Includes complimentary and chapter-only - Individuals can be in more than one chapter



HIMSS Corporate Membership Logistics



*Individual
Membership*

Professional Development

Utilize numerous programs
and digital resources



*Chapter
Membership*

Regional Networking

Extend your reach and
connect with peers



*Committees
Taskforces
Communities*

Make a Difference

Join the call to action and
contribute to collective efforts

HIMSS Benefits/Services

HIMSS Corporate Member Benefits
Provide Valuable Resources to Your Team

	DIAMOND \$30,450	EMERALD \$15,650	PLATINUM \$9,350	GOLD \$4,100	Add'l cost
Complimentary HIMSS Individual Memberships	40 <i>Individual Memberships</i>	30 <i>Individual Memberships</i>	20 <i>Individual Memberships</i>	10 <i>Individual Memberships</i>	
Discount of 20% on additional Individual Memberships	✓	✓	✓	✓	✓
Individual Member registration discount for regional HIMSS programs	✓	✓	✓	✓	✓
Up to 45 complimentary continuing education (CE) units annually for use in fulfilling requirements for CAHIMS or CPHIMS; receive additional units at a 50% discount	✓	-	-	-	✓
Engage with 50+ global HIMSS Chapters and Communities	✓	✓	✓	✓	
Connect via committees, task forces, workgroups and professional communities	✓	✓	✓	✓	
Complimentary subscriptions to HIMSS eNews publications	✓	✓	✓	✓	
Opportunities for professional advancement and discounts for online classes at the Project Management Institute	✓	✓	✓	✓	✓
Exclusive access to membership briefing webinar	✓	-	-	-	
Discounted job postings and resume access on HIMSS JobMine	40%	30%	20%	10%	✓
RESEARCH BENEFITS					
Online focus groups with selected members	✓	✓	-	-	
HIMSS Global Health Conference & Exhibition focus group, based on availability	✓	-	-	-	



Thought Leadership Content

Showcase your white paper/case study



CAHIMS & CPHIMS Certifications

Achieve a milestone in your career development



Webinars, HIMSS Media, HIMSS JobMine

Additional engagement opportunities (preferred pricing)



HIMSS Annual Global Conference

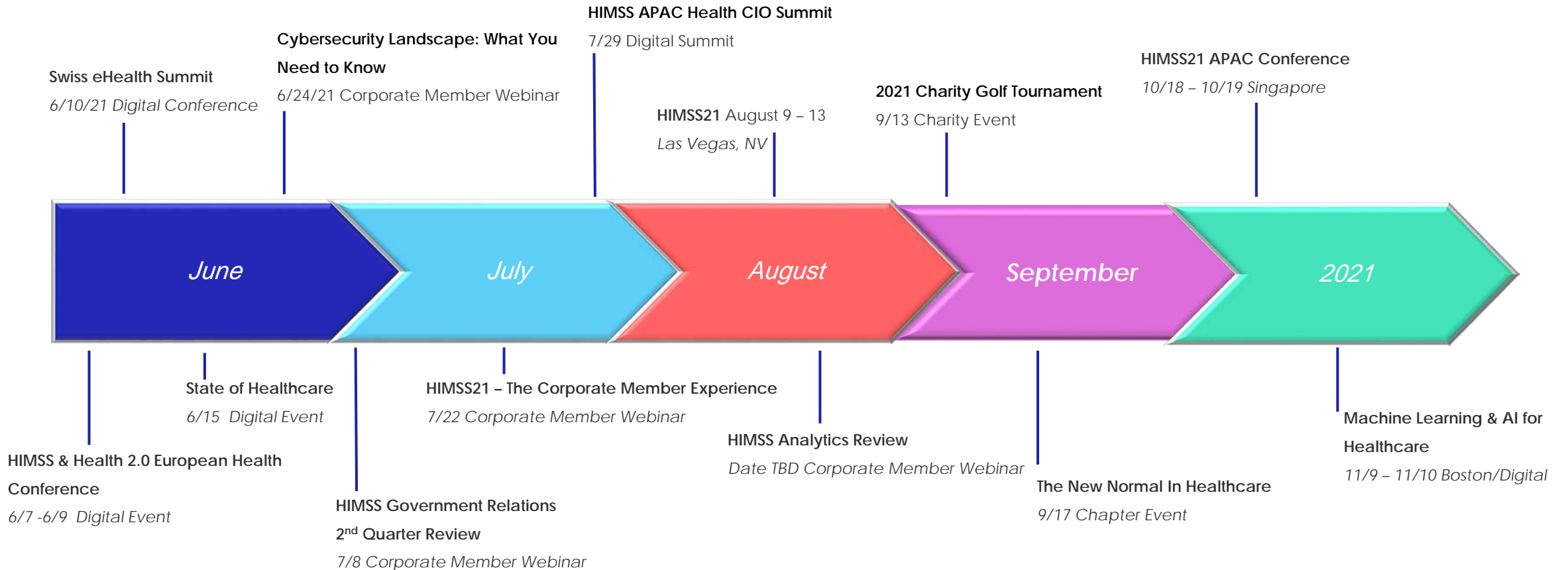
Call for proposals, conference badges, discounts

HIMSS Corporate Member Engagement

Make It Count

- Utilize your complimentary individual memberships
- Participate in your Chapter activities
- Join a HIMSS community
- Participate in monthly educational/informational webinars
- Engage Your Team – Regular check-in on HIMSS activity
- Subscribe to HIMSS Corporate Connection
- Share Thought Leadership content
- Connect with your HIMSS Media representative
- Attend the HIMSS Global Conference & Exhibition

Corporate Member Engagement



<https://www.himss.org/events>

Communications & Engagement

1

Bi-weekly Corporate Connection e-News
Twice a month – Corporate Member specific data and calls to action

2

Monthly Engagement Email
Highlight any/all Corporate Member specific time sensitive activities and deadlines

3

Bi-annual Benefits Review
Twice a year review Corporate Member Benefits Summary Report with primary/secondary contacts

4

Monthly Platinum/Gold Membership Review
Provide membership overview and recommend engagement strategies

5

Monthly Corporate Member Exclusive Webinars
Review of HIMSS benefits/services as well as healthcare industry relevant topics

6

HIMSS Corporate Member Resource Center
One-stop shop: striving to make access to Corporate Member relevant benefits/services easier

Priorities* & Initiatives^

1

*Corporate Member Engagement**

Providing consistent opportunities to network/engage (outside of Global Conference)

2

*Corporate Member Satisfaction**

Collecting feedback whenever possible (annual satisfaction survey)

3

*Corporate Member Retention**

Engagement = Satisfaction = Retention

4

*Corporate Relations Revenue**

Striving to rebuild credibility/trust after a tumultuous past 12+ months (pandemic/HIMSS20)

5

Refining Purpose = True Partner Vs Member^

Continually exploring options to showcase the collective expertise of CMs

6

Expand Membership Value^

Consistently expanding benefits/services that are of value to Corporate Members

Corporate Relations Achievements



Corporate Member Resource Center



Monthly engagement options



Adapting to shifting focus of HIMSS (thought leadership)

Corporate Relations Opportunities



Deliver more exposure options to our Corporate Members



More collaboration with other HIMSS BUs

*HIMSS
Non-Profit Partner
Membership*



JESSI BIRD, CAE
Director, Engagement Strategies



AISHA WOLO
Program Specialist, Engagement Strategies

Non-Profit Partner Membership Program

Background

We cannot achieve our mission alone! The complimentary membership program was created so we can work collaboratively and strategically with our partners and across the industry.

Chapters have a unique opportunity to work with Non-Profit Partners and collaborate at the local level.



Non-Profit Partner Offerings

Eligibility & Criteria

Non-profit professional associations, trade groups or other organizations with a like-minded mission are invited to join HIMSS as Non-Profit Partners.

Ineligible organizations include non-profit health systems, universities, consultant groups, as well as chapters of large organizations. Contact HIMSS staff with questions.



Complimentary Individual Membership



Collaboration Opportunities

Special opportunities to collaborate with HIMSS around events, initiatives, or other special projects.



Special Offerings

Bulk discounts for staff memberships, opportunities to share thought leadership, policy collaboration, and more.

NPP Membership: Strategic Focus Areas



Academia



Clinicians



Consumers



Diversity & Inclusion



Information and Technology



Interoperability



Innovation



Policy



Privacy & Security



Public Health

Significant Collaboration Areas



Global Health
Conference, webinars,
involvement in partner
events, etc.



Partnerships to build or
support a resource in
areas with joint
audiences.



Joint communities, co-
hosting programs,
revenue share,
coalition building, etc.

Chapter Collaborations

✓ **Complete [Chapter Event Request Form](#)**

✓ **Logo usage**

Chapters may only use their own name and/or logo and may not use the HIMSS name and/or logo in any materials without HIMSS approval

✓ **Chapter list usage**

Do not share member contact information with collaborators - Chapters must distribute all communications directly to their members for a co-sponsoring organization.

✓ **Position statements**

Must be approved by HIMSS and be consistent with the goals and objectives of the Society

✓ **Corporate sponsorship policy**

✓ **Specific chapter policies and procedures**



Benefits to Chapters

- Expand your audience and grow visibility
- Professional Networking Opportunities
- Sharing news, events, and content
 - Newsletters, websites, announcements, social media
- Co-hosted Events and Policy Days
- Presence at events – tables or registrations
- Speaker Recommendations

Important Considerations



- Importance of a Memorandum of Understanding (MOU)
- Follow all programing and branding policies
- Assign a Board/Committee member to manage collaborations
- Build a process



*Organizational
Affiliates*

KATHY SHAW

Director, Healthcare Organizational
Services

HIMSS Organizational Affiliate Program

- The Organizational Affiliate program is an enterprise-wide membership created to help healthcare providers, government agencies, colleges & universities, and other allied organizations in offering HIMSS education, networking, and resources for their employees or students.
- There are more than 400 OA clients representing healthcare providers, government agencies and academia representing more than 56,000 individual members.

OA Program Key Benefits

- Unlimited individual memberships for ALL employees, including complimentary local chapter membership
- Free HIMSS Global Health Conference registrations
- Discounted or free registrations for other HIMSS face-to-face events (Accelerate Health series, Patient Experience Digital Series, etc.)
- Access to content in the HIMSS Learning Center
- Discounts on HIMSS programs and services (GHC booth space, CAHIMS and CPHIMS exam fees, HIMSS Analytics services, and more)

Academic OA Program and Key Benefits

- Unlimited student memberships, including a free chapter membership
- 5 free faculty/staff memberships
- Access to the HIMSS Learning Center content
- Discounts on HIMSS Approved Education Partner program fees and University Row space
- Priority consideration for up to 5 students applying to be Global Conference Program Assistants

Your HIMSS Organizational Affiliate Services Team

Kathy Shaw
Director, Healthcare
Organizational Services



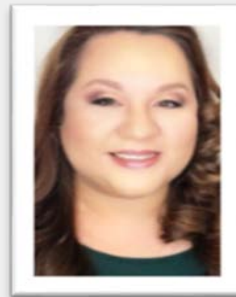
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Relationship Manager



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Nancy Ramirez
Relationship Manager



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Barb Cousineau
Relationship Manager



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312-915-9273

Jessica Daley
Director Business
Development



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773-203-8147

OA Team: Roles and Responsibilities

Relationship Managers: Responsible for all day-to-day client relations and customer service

Sales: Responsible for recruiting new clients to the Organizational Affiliate program, and helping determine their optimal OA level

Director: Responsible for overall management of the OA program, its policies, processes, and benefits

OA Team: Processes & Client Management

- New client onboarding (including a chapter leader introduction email)
- OA renewals (including individual member renewals)
- Invoicing for new and renewing clients
- Global Health Conference registration
- Primary Contact (PC) management and relationship building
- Customer service to all OA clients, PCs, and individual members from OAs
- OA program benefits fulfillment
- Communication with OA PCs, including monthly OA newsletter

How OAs Can Benefit Your Chapter

Organizational Affiliates can:

- increase **membership** in your chapter
- increase **attendance** at your events
- bring more **provider members** to your chapter
- provide **volunteers, speakers, and chapter leaders**

How Can Chapters Help with OA Recruitment and Retention?

- **Spread the word!**
 - Share the OA member sign-up link (www.himss.org/oa-signup) for individual members from OA clients to join
 - Share the OA and Academic OA flyers with providers and colleges that aren't OA clients
- **Reach out to OA contacts** during the renewal cycle if the OA team requests assistance
- **Welcome new OA clients** when they join, and encourage them to learn more about your chapter activities (e.g., schedule a call or lunch & learn with them, share the chapter website, invite them to your next event)
- **Build relationships** with OA PCs and CIOs and invite them to your chapter activities
- **Contact the OA team** for ideas and assistance with OA (or potential OA) clients in your chapter area

Chapter engagement increases the value of the OA program and will be a positive factor in the OA renewal decision.

Questions?

Breakout Group Discussions

- Quick introductions
- Suggested discussion topics
 - Utilizing the reports
 - Member recruitment
 - Creating a welcoming environment
 - Duties of the membership chair
 - Working with organizations (OA, CM, NPPs)

Thank you!

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