

How Chapter Leaders Can Support OA Growth

HIMSS appreciates the hard work chapter leaders do at the local level to build relationships. While doing work to further the HIMSS mission, chapter leaders may encounter organizations that are not currently Organizational Affiliate (OA) or Academic Organizational Affiliate (AOA) clients; this can lead to the opportunity to sell those organizations an OA or AOA program. HIMSS is here to support chapter leaders who can help make the connection between a potential new OA/AOA and HIMSS. HIMSS has a salesperson dedicated to selling new OA programs to providers, government agencies, and colleges & universities who can complete the OA client sign-up process.

What to do when you meet a potential OA/AOA:

1. Tell the potential new clients about the HIMSS OA program and utilize [OA resources](#) posted in the Chapter Leader Resource Area.
2. Send a virtual introduction to the potential new OA client and Jessica Daley, the new-OA sales person (jdaley@himss.org or OAsales@himss.org). The Chapter Director (Angie Claypool, aclaypool@himss.org) and the OA Director (Kathy Shaw, kshaw@himss.org) should be copied on the email.
3. HIMSS will take it from here!

How the HIMSS team will support:

1. Work with the potential new OA client to determine their level of interest.
2. Assess the organization's needs and recommend an OA program level.
3. Send the client the appropriate OA application and follow-up emails as needed.
4. Welcome new OA clients and do a virtual introduction between the new OA primary contact and the chapter president and membership chair once the OA program starts.

Why help grow the OA program

Chapter leaders are interacting regularly with members and non-members that work in a hospital or academic setting. These are potential new clients that could support growing both HIMSS and the chapter.

- Grow your chapter membership (larger impact locally)
- Grow your chapter revenue (chapter receives up to 4% of the OA contract)
- Expand the reach of the HIMSS mission
- Engage in friendly competition with the chapter community (see chapter membership growth competition)