

Organizational Affiliates

October 20, 2022

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>

The screenshot displays the HIMSS website interface. At the top left is the HIMSS logo. A navigation menu includes links for About, Events & Education, Get Involved, Professional Resources, Chapter Foundation Materials, Chapter Leadership Essentials, and Tech Tools. A search bar with a 'Go!' button is located in the top right. The main content area features a blue background with a white box titled 'Chapter Digital Experiences Initiative'. The text inside the box states: 'HIMSS has been on a journey to provide modernized tools and offerings that better align with the needs of chapters and chapter leader volunteers. Our goal is to provide chapters with a simplified and updated website experience by the end of the year.' Below this text is a 'More >' button. Below the main content area is a grey bar with left and right navigation arrows. Underneath is a section titled 'Chapter Leader Resource Area' with a sub-heading 'News You Can Use'. This section includes a text block: 'We have created a Chapter Calendar to keep track of important due dates, events, and learning webinars. The Calendar is editable allowing you to add your Chapter's events. Click here to download a copy. Chapter Calendar 2022-2023'. To the right of this text is a calendar widget showing dates 20 Oct, 24 Oct, and 26 Oct with corresponding event titles: 'Organizational Affiliates', 'Global Health Equity Week', and 'HIMSS Chapters Professional Certification Instructor Course Fall 2022'. At the bottom left of the screenshot is a grid of blue dots.

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 contract 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

- 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**
- **Do not share member contact information with collaborators**
- **Do not share member contact information with sponsors**

KATHY SHAW
Director
Provider Relations



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
- Complimentary HIMSS Global Health Conference & Exhibition (GHC) registrations
- Discounted or free registrations for other HIMSS face-to-face events (Accelerate Health series, Patient Experience Digital Series, etc.)
- Access to GHC session recordings on Accelerate
- Discounts on HIMSS programs and services (GHC booth space, CAHIMS, CPHIMS & CPDHTS exam fees, HIMSS Analytics services, and more)
- Dedicated OA Account Manager to help serve as a HIMSS guide and translator

Academic OA Program and Key Benefits

- Unlimited student memberships, including a free chapter membership
- Up to 10 free faculty/staff memberships
- Access to the Global Health Conference & Exhibition (GHC) session recordings for 20 people
- 2 complimentary student registrations to GHC
- Discounts on HIMSS Approved Education Partner program fees and University Row space
- 1 TIGER Virtual Learning Environment seat

Your Organizational Affiliate Services Team



Kathy Shaw

Director

Provider Relations

kathy.shaw@himss.org



Lindsay Parilman

Senior Provider

Relations Specialist

lindsay.parilman@himss.org



Nancy Ramirez

Senior Provider

Relations Specialist

nancy.ramirez@himss.org



Annette Flores

Senior Provider

Relations Specialist

annette.flores@himss.org



Jessica Daley

Director

Business Development

jessica.daley@himss.org

OA Team: Roles and Responsibilities

Senior Provider Relations Specialists (account 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.

Guest Advisors from The Chapter Task Force



Jim McKeen
South Florida Chapter



Kathy Contratto
New Jersey Chapter



Brigitte Mettler
British Columbia Chapter

Questions?



Global Health Equity Week

October 24-28, 2022

Supporting Healthy Communities

Engage in dialogue. Access exclusive content. Participate in events.

- Advocate for change through virtual policy marches
- Connect with peers through webinars and events
- Support emerging professionals through scholarships
- Innovate to advance global health and wellness
- Share your health equity story

Learn more at himss.org/ghew



Global Health Equity Week Chapter Events

Monday October 24th

[West Texas Rural Informatics: Looking to the Future in Healthcare \(12:00 PM - 1:00 PM CDT\)](#)

[Houston Chapter How IT Can \(Help\) Fix American Healthcare 5:30 pm – 7:30 pm CDT](#)

[Houston Chapter - Brews and Presentation\(12:00 pm -1:00 pm CDT\)](#)

Wednesday October 26th

[Austin Chapter - Health Equity/Medication Safety Webinar \(11:45 AM - 12:45 PM\)](#)

[Austin HIMSS Chapter - Fall Social and Top Golf Shootout \(6:00 PM - 10:00 PM CDT\)](#)

Thursday October 27th

[DFW HIMSS Chapter - Coffee Corner with Juniper followed by an update on Rural Health \(5:00 PM - 7:00 PM CDT\)](#)

[Colorado Chapter Health Equity in Colorado Tackling Digital Literacy & State Grant Spend \(2:00 pm - 6:30 pm CST\)](#)

Save the Date!

November 9th 3:00 pm – 4: 00 pm CT

Chapter Leader Virtual Networking

Join this networking call to connect with leaders from other chapters who have the same position. Breakout groups will be setup so attendees can discuss the role and share best practices. This is a networking call with no presentation or formal agenda. [Register here](#)

December 8th 3:00 pm – 4: 00 pm CT

Review of Current Chapter Tools December Webinar

Are you up to date on the tools currently provided to your Chapter? We will review how to best take advantage of the Chapter Leader Resource Area and Chapter Brand Portal. In addition, you can learn tips and tricks for the document repository, email tool, and chapter reporting. We will also share an update on improvements being made to chapter websites and membership email tool. [Register Here](#)

