



Society for Health Care
Strategy & Market
DevelopmentSM

Society for Health Care Strategy & Market Development
SHSMD is a professional membership group of the American Hospital Association (AHA) representing health care professionals in strategic planning, business development, marketing, digital strategy, and communications.

Educational programs, insights and a brilliant network of peers — Let SHSMD provide your strategy and marketing teams with the tools they need to prepare for the future, keeping your organization at the forefront of health care's rapidly evolving landscape.



Futurescan: Health Care Trends and Insights

Prominent leaders share bold opinions and projections for the next 5 years in this compilation of articles and national CEO survey data produced annually by SHSMD and ACHE, equipping your strategy team with the latest health care trends and insights to lead change.

"I love this publication, I use it every year for planning. Thanks for the work that SHSMD does to put this together; It's a wonderful resource!"

A Community at Your Team's Fingertips

Help your marketing and strategy teams ignite innovative new ideas, develop their strengths or give back to the profession with the SHSMD Mentorship Program and active MySHSMD Online Community. New Member Meetups allow members to share best practices and co-create solutions as they meet face-to-face virtually.

"We're in a remote area, but we don't feel isolated. We're able to share ideas and learn best practices without travel or paying expensive consultants."



Bridging Worlds: The Future Role of the Health Care Strategist and SHSMD ADVANCETM

These two tools together continuously remind health care strategists how to advance in their roles, lead their teams in gaining new skills, evaluate team competencies, and develop greater effectiveness as key change agents for your organization.

"Bridging Worlds is particularly useful for team development, providing a roadmap for how to approach emerging trends and skillsets."

"There are several assessment tools in the market, but SHSMD ADVANCE is really the only one of its kind for health care strategy professionals."

Conferences and Thought Leadership

Whether virtual or in-person, each year SHSMD and hundreds of gifted volunteer faculty educate thousands of strategists across the country on new and advancing skills, trends and practices. Those new to the field can receive credentials in professional competencies; more seasoned leaders can network and gain access to executive-level sessions with thought-leaders.

"I enjoy interacting with like-minded professionals and hearing case studies from the presenters at SHSMD's conference."





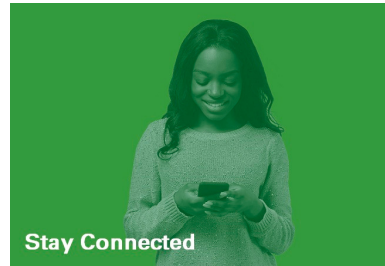
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More SHSMD Member Benefits

SHSMD provides members with education, resources, and tools to make a significant impact across all levels of the health system.



Health care is advancing at a dizzying pace. To help its members keep pace, SHSMD provides a wide range of educational and professional development opportunities.



Peer connections help you explore new ideas and solve key challenges. The vast SHSMD community and networking tools enable you to connect and learn from your peers across the country 24/7.



Keeping up-to-date on the latest trends, new technologies and best practices can be difficult. SHSMD produces dozens of publications to help you stay on top of the industry.



As the industry evolves, so do the skills needed to address new demands and challenges. SHSMD ADVANCE helps you and your team assess, build and promote your strategic abilities.

WELCOME TO THE JUNGLE

For strategists – whether in planning, marketing, communications, business development, or other related disciplines – the health care landscape is growing more complex every day. That's why there has never been a better time than now to have your teams join SHSMD. Membership will help your teams blaze new trails and learn first-hand about the latest innovations in our industry. They will make network connections and stay on the cutting edge of today's most important health care issues.

**Make sure that your organization is represented
in AHA's premier society for health care strategists.**

Get started today for as little as \$2,000 per year for a team of 10 or for \$200/person.

[Click here](#) or contact shsmd@aha.org to get started.