

*Access.
Partnership.
Value.*

HomeTown Health **BUSINESS PARTNER**

PROGRAM OVERVIEW



HOMETOWN
HEALTH

hometownhealthonline.com

ABOUT US

Stakeholders in the Future of Rural Hospitals

Thank you for your interest in becoming a Business Partner (BP) with HomeTown Health! This Program Overview is intended to answer your questions about the "Access, Partnership, and Value" you can find as a participant in the program. We think that you will find a significant difference in the HomeTown BP program versus being an exhibitor or vendor with other organizations; this is by design. Since the beginning of our HomeTown Health Business Partner Program, businesses were not just considered another vendor; they are true partners – equal stakeholders with member hospitals – working alongside us to help provide resources and solutions to Georgia's rural healthcare market. Together, we ensure the highest level of quality solutions for rural hospitals' survival.

This packet contains information sections about HomeTown Health and HomeTown Health University, Events & Education, Marketing Tools, and Other Resources available to our Business Partners. If you have any questions, we encourage you to contact Sherri Ackerman, Business Partner Director, at sherri.ackerman@hometownhealthonline.com.

The History and Mission of HomeTown Health

www.hometownhealthonline.com

HomeTown Health, LLC (HTH) is an organization of rural and small hospitals who collectively pursue ways to survive in this environment of tremendous budget cuts from the state and federal level. What began as a handful of community hospitals 20+ years ago has grown into an association serving 70+ rural and critical access hospitals throughout Georgia, Florida, and Iowa along with 60+ Business Partners that have been identified as "best practice" solutions.

Our mission is to support this network of rural hospitals, healthcare providers, and best practice business partners. Together, we collectively pursue ways to help membership working in an environment of constant change in reimbursement, operations, and technology. We are committed to providing legislative representation, best practice solutions, and continuing education and training through research and the continuous improvement of processes. This mission is critical, as small and rural hospitals not only are generally the sole provider of care for rural patients, but also often a primary employer and economic engine for their community as a whole.

Although our hospital members are individually governed and community-owned, they are united in their effort to provide high quality community-based health care. HomeTown Health is a business organization focused on the operational improvement resources required for hospital survival. This includes governmental advocacy – translating policy into operational applications. As a result of the time spent in our hospitals, HomeTown is able to identify needs for educational, financial, operational and governmental improvements. We are focused entirely on the well-being of the rural hospitals, and HomeTown answers to the CEOs of its member hospitals directly. The accountability for the work of HomeTown comes from the Customer/Member satisfaction. HomeTown is continually monitoring the satisfaction of its members, and any questions are addressed directly in the hospital setting.

Advocacy – Legislative Representation on the Local, State and Federal level

Membership – In the Field and Facility Consulting

Business Partners – Continuous Process Improvement and Best Practice Solutions

Grant Services – Funding Guidance, Programs, and Resources

HomeTown Health University – Ongoing Continuing Education & Communication

A NETWORK OF MEMBER HOSPITALS

HomeTown Health is working to help member hospitals find ways to address the challenges of today's complex healthcare environment. One of the benefits of membership for hospitals and Business Partners is the network of support that is gained far beyond the staff of HomeTown Health. HTH often serves as a "live search engine," receiving inquiries which are passed on to the entire network. The member hospital network includes over decade-long relationships with payers, government agencies, associations, and other supporters – and a known track record that HomeTown will do "whatever is moral, ethical, and legal" to solve our members' issues. Our "family" of trusted Business Partners serves a key role within this network to provide expertise and solutions. *To view a listing of member hospitals and current Business Partners, please visit the HomeTown Health website.*

HOMETOWN HEALTH UNIVERSITY

www.hthu.net

HomeTown Health University (HTH's education department) has a more specific vision to provide continuing education in various live and online formats that is high quality, current, effective, and applicable for its intended audience.

Healthcare professionals in a variety of hospital realms including clinical, business office, HIM, administration, and other directors have access to more than 700 online professional development courses and 25 certification programs. In addition, HTHU works to build custom programs for a variety of other healthcare markets. Many courses on HTHU.net offer IACET accredited continuing education units, meeting requirements for many professional organizations. Some of the schools and programs on HTHU include:

- Revenue Cycle Management
- Quality and Compliance
- HIT and Healthcare Transformation
- Primary Care & Rural Health Clinics
- Coding/Documentation
- Long Term Care
- Nursing Continuing Education
- Behavioral Health
- Population Health
- Hospital Operations and Projects
- Swing Bed Management
- Hospital Board Governance

Serving over 20,000 students nationwide, HTHU courses are available 24/7 and are tracked and recorded for easy transcript preparation by HR/Education Directors. HTHU is designed to meet the needs of our subscribing facilities by providing excellent course content in an easily accessible and budget-friendly method and prides itself in releasing only top-quality courses on healthcare issues, compliance, legislation and best practices for the healthcare environment.



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ENTRY

Vetting and Business Partner Policies

HomeTown Health employs a different model with its Business Partner Program, which is a partnership model with a long-term commitment, not a sponsorship of a one-time event. In working to find the best business partner, HomeTown Health looks for that company that is willing to go the extra mile to achieve good outcomes and has a proven solution for small and rural hospitals. HTH Business Partners must be invested in the success of our member hospitals and understand the challenges they face.

HomeTown Health management selects its Business Partners based on an due diligence process that includes reference checking, performance checking and customer satisfaction, and capability to perform and communicate well in rural settings. Once the due diligence is complete, we will then offer the business a Business Partner opportunity at the Gold level or Silver level. After 1 year of proven performance and hospital member satisfaction, Business Partners may be eligible to move up to Platinum level. Only after 3 years as a proven Business Partner, they may be considered for the Presidential Level.

HomeTown also enforces a “three strikes - you’re out” policy with all Business Partners. When a member hospital makes a complaint about a Business Partner practice, HomeTown investigates the complaint and expects resolution. Finding the best solutions for rural hospitals motivates everything we do in the HomeTown Health Business Partner Program.

The stakeholder investment varies by level; costs per level are provided in the chart on the following page. Business Partner dues are billed twice a year; in order to participate in the Spring and Fall Conferences, dues must be received by their due dates. Membership is auto renewing.

How to Apply

If your company offers products or services that would benefit our hospitals, we invite you to complete our Business Partner Inquiry Application online at: [**HomeTown Health Business Partner Inquiry Form**](#)

Upon receipt of your application, we will conduct an evaluation of your offerings to determine how well they meet the needs of our hospitals and how well they fit with the other Partners in our organization. Businesses offered a partnership level gain an excellent opportunity to market their services and solutions to the HomeTown network. Note that partnership selection is at the sole discretion of HTH, and references must be provided and will be contacted as a part of the vetting process.

hometownhealthonline.com/business-partners/how-to-become-a-partner/

THE VALUE

We asked our Business Partners to share where they find the greatest value ...

- “The connections that we are now able to make, and relationships we have built.”
- “Education about politics and healthcare provide us with the information we need so that we know what the issues are affecting our clients.”
- “The cross-pollination among other Business Partners, and the business that has come out of that.”
- “Access to executives and decision-makers.”

BUSINESS PARTNER LEVELS & BENEFITS

Annual Membership Business Partner Dues		SILVER \$5,000	GOLD \$9,000	PLATINUM \$13,000	PRESIDENTIAL \$16,500
ENTRY	Entry Level Partnership				
	Entry by HTH invitation only after 1 year service, good standing, and 3 clients				
	Entry by HTH invitation only after 3 years service, good standing, and 5 clients				
	Category of Service Exclusivity	Non-exclusive open competition	Non-exclusive limited competition	Exclusive	Exclusive
EVENTS & EDUCATION	Choice of exhibitor display area during conference	Fourth Choice	Third Choice	Second Choice	First Choice
	Conference attendee list, including attendee name, title, organization				
	Conference Registrations (Spring and Fall)	2 Attendees	3 Attendees	4 Attendees	4 Attendees
	Business Partner Opportunities and Updates Webinars				
	Access to HTH Live Educational Webinars				
	Seats on the HTHU Learning Management System	2 Seats	3 Seats	4 Seats	4 Seats
	Invitation to CEO Day at the Capitol		1 Attendee	1 Attendee	1 Attendee
MARKETING	"Best Practice" Webinar and campaign to Hospital membership	1 Annually	1 Annually	2 Annually	2 Annually
	Company logo/hyperlink displayed on HTH website and in Directory				
	Blog Posting or "Tip" or article published in monthly HomeTown Health newsletter			1 Annually	1 Annually
OTHER	Registration in HTH's Annual Leadership Development Program		Available at program cost	Available at program cost	1 Attendee
	Automatic Inclusion as a Florida Business Partner and Registration for Florida Events	Available as a \$2,000 add-on	Available as a \$2,000 add-on	Available as a \$2,000 add-on	Included
	Inclusion as an Iowa Business Partner and Registration for Iowa Events	Available as a \$3,000 add-on	Available as a \$3,000 add-on	Available as a \$3,000 add-on	Included
	Special Dinner with HTH Directors and elite group/CEO from your company				

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EVENTS & EDUCATION

Healthcare providers from across the region rely on HTH to provide quality education and peer networking opportunities. As a Business Partner, we understand you are constantly looking for ways to maximize marketing by increasing brand awareness and company recognition. HomeTown Health Conferences and other events held throughout the year offer a unique, and exclusive venue to:

- Enhance your corporate image and reputation
- Establish mutually beneficial business relationships (in what we think you'll find to be a relaxed, "family reunion" type atmosphere!)
- Engage key decision makers from hospitals and health systems across the region

In addition, the healthcare industry is one of nearly constant change, and we count on our Business Partners to be active participants in the ongoing education provided to our member hospitals, as both teachers and as students themselves. Unlike many conferences you might attend elsewhere, you will find HTH Business Partners are as active of participants in sessions as hospital executives – this is the norm at our events, as well as a tremendous value to you.

Spring & Fall Conferences

HomeTown host two main Conferences for our membership and Business Partners; one held in the spring and one in the fall. Registration for Business Partners is included in the cost of partnership. (For those interested in Iowa, there is an opportunity to participate there.) These multi-day conferences provide direct access to Chief Executive Officers and other top decision-makers, as well as education on the issues confronting hospitals and health care. All Business Partners are invited to set up booth displays, and several networking opportunities are available, all designed with over 20 years of event planning and feedback from Business Partners so that you get maximum exposure and opportunity to develop relationships with your prospects and clients – all without paying a conference registration fee. In addition, all Business Partners receive a copy of the conference attendee list, including attendee name, title, and organization.

Note that HTH reserves the right to determine the appropriateness of items for display and deny any materials deemed to conflict with the mission or goals of HTH.

Other Workshops & Activities

In addition to Conferences, HomeTown may host other live events across the region serving specific groups of hospital staff or centered around a specific focus area. Depending on your level of Partnership and area of service, Business Partners are extended the invitation to participate in many of these events. In addition, our partners are the first choice to call on to provide education at our various events, offering a unique opportunity to demonstrate your expertise.

Business Partner Information and Updates

Business Partners are updated before conferences, with pertinent information to make their planning and engagement successful. We encourage Business Partners to work in tandem with others rather than just working alone. With the HomeTown team, we get your feedback on the BP program and make plans for you to get the most out of the events during the year.

CEO Day at the Capitol

This annual meeting is by invitation only to members and limited level Business Partners. It is an important opportunity to have face-to-face meetings with your state lawmakers and communicate to them the importance of the rural healthcare market to you as a stakeholder. In addition, you will meet hospital CEOs discussing their common legislative interests. It is also a chance to meet with your Senators and Representatives to share your message with them of the need for budgetary and legislative support for rural hospitals, and to hear the senior leadership of the House, Senate, and the Executive Branch share with you their understanding of the state's budget.

HTHU Educational Webinars

HomeTown Health and HTHU provide over one hundred and fifty webinars a year at no charge to the rural hospitals. Business Partners are invited to attend any webinar series provided by HomeTown, including the monthly Medicare Update, Medicaid Update, Quarterly CFO Update, Quarterly Coding Update, as well as other special topic webinars. Many are also recorded and posted on HTHU to share with other staff members of your organization.

HomeTown Health University Learning Management System

BPs have access to roughly 500 courses in School of RCM and School of Quality/Compliance, and of course, the free content in healthcare solutions free training center. As a Business Partner, there is tremendous value in gaining access to over 700 accredited courses and Certification programs on the HTHU Learning Management System. Accredited by IACET, which is accepted by hundreds of organizations for continuing education requirements, many Business Partners are able to meet their own professional continuing education requirements and learn more about the needs of their clients.

MARKETING TOOLS

HomeTown believes that once you have become a Business Partner, you are truly a stakeholder in the network and are often called-upon and promoted for your area of service when we are meeting with hospitals. While it remains up to our Business Partners to sell themselves, we do work to provide multiple marketing platforms and tools exclusive to our Business Partners for you to build credibility, brand awareness, and help to get your "foot in the door."

"Best Practice" Webinar and Campaign to Hospital Membership

The dedicated HomeTown Health University team members are experts at promoting, hosting, and producing high-quality webinars. Usually held on Friday mornings, the HTHU team works with each Business Partner to create a "Best Practice" webinar. These webinars are promoted among our membership and give your company an opportunity to demonstrate your areas of expertise. In addition, they are also recorded and posted on HTHU.net in our "Healthcare Free Solutions Online Training Center" for you to share with other prospects and clients outside of the HomeTown network.

Company Listing on HTH Website and in Printed Directory

Every Business Partner has their logo, service description, and contact information posted on the HTH website. In addition, we print Directories for hospital conference attendees and distribute them throughout the year while making visits to our hospitals. These directories are often used as a "checklist" by many to ensure they are finding value in every area of operations.

MARKETING TOOLS *continued.*

“Tip” or Article Published in HomeTown Newsletters

Each month, HomeTown distributes a monthly newsletter through our email distribution network, social media, and on our website. Some levels of Business Partners will be offered the opportunity to include updates, articles, or White Papers from your company through this platform. We will work with you to promote newsworthy and new ideas that help your company stand out.

Other Promotion Opportunities

In addition to those listed here, HomeTown Business Partners have a history of coming up with creative ways to reach Hospital Members, and in many cases, do so with the support of the HTH team. Many Business Partners often seek to build their brand in other ways, such as through special exclusive HTH Programs, prize giveaways at meetings, conference meal or break sponsorships, hosted receptions, and scholarships for hospital attendees.

THE FLORIDA BUSINESS PARTNER PROGRAM INCLUDES:

- Introduction during Florida Hospital meeting during our annual live Conference (GA) where Florida Hospitals are invited to attend the Florida Breakout
- Florida Partner specification label for conference booth, in Network Directory, on website and included in BP conference recognition
- Conference attendee list, including name, title and organization
- Access to quarterly Florida Reimbursement webinar with opportunity to provide a 4-5 minute “Spotlight”
- Preferential invitations to present/train

Member hospitals are listed on www.hometownhealthonline.com > Members > Member Hospitals. Additional Florida hospitals invited to participate.

Annual Investment:

Silver, Gold and Platinum HomeTown Health Business Partners: \$2000
Presidential Business Partners: Automatic Inclusion

THE IOWA BUSINESS PARTNER PROGRAM INCLUDES:

- Conference Registration – 1-2 conferences per year
- Exhibitor display at conference to attendees from around 50 participating rural/Critical Access Hospital leaders.
- Conference attendee list, including attendee name, title, organization.
- Company logo and description displayed in “Iowa Consortium Directory” Printed and linked to Iowa Consortium Webpage (utilized by 67 IA hospitals) and Iowa Direct Award Webpage (utilized by 13 IA hospitals)
- Preferential invitations to present at Iowa conference, training, and other workshops in the future program years.
- Opportunities to provide and be promoted for Group Discounted Services or Programs Specific to Iowa Hospitals

Iowa hospitals participate through grant programs. There are 82 CAHs in Iowa.

Annual Investment:

Silver, Gold and Platinum HomeTown Health Business Partners: \$3000
Presidential Business Partners: Automatic Inclusion