



**American Hospital
Association®**

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NEWS RELEASE

**AHA LAUNCHES INNOVATIVE SOCIAL PLATFORM TO CONNECT
HEALTH CARE PROFESSIONALS WITH EACH OTHER
AND PRODUCT AND SERVICE PROVIDERS**

SAN DIEGO (July 20, 2014) – A new social platform created exclusively for the health care field debuted today at the AHA-Health Forum Leadership Summit. Designed to connect health care professionals with each other and the vendors who serve them, AHA SmartMarket™ is an interactive marketplace where health care professionals can search products and services, rate and review product performance and collaborate with a network of trusted peers and experts.

“Health care is a team sport,” said Rich Umbdenstock, AHA president and CEO. “And no one knows more about the products and services used by health care professionals than other health care professionals. AHA SmartMarket is a unique way for the field to continue learning from one another – the people they trust the most.”

Developed with input from health professional leaders and the vendor experts that serve the complex health care field, users of AHA SmartMarket can:

- Find solutions for challenges unique to the health care field;
- Compare products side by side;
- Rate and review products/services that have worked effectively for the user’s organization and access ratings and reviews from trusted connections in the user’s network; and

- Join discussion groups to share successes achieved and efficiencies gained.

“The AHA built AHA SmartMarket as a crowd-sourcing platform to help the field discuss emerging issues, network with peers in a variety of specialties and settings, and share experiences with product and service providers,” said Anthony J. Burke, AHA senior vice president and AHA SmartMarket president and CEO. “Ultimately, we want to strengthen the alignment and collaboration between health care providers and the vendor partners that support them.”

According to Mike Smith, chief information officer for Lee Memorial Health System, “AHA SmartMarket is designed to help streamline decision making by putting me in contact with other CIOs and key decision makers so my staff and I can collaborate and learn the nuances of a specific product, service or issue. And, I can then very fluidly evaluate related products and services right on the site by reading the reviews and feedback from my peers.”

AHA SmartMarket is a free service to all health care professionals working in hospitals, health care systems and similar care provider settings such as physician’s offices, long-term care facilities, surgical centers, outpatient clinics and ambulatory care centers.

To find out more, visit www.AHASmartMarket.com.

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About the AHA

The American Hospital Association (AHA) is the national organization that represents and serves all types of hospitals, health care networks, and their patients and communities. Nearly 5,000 hospitals, health care systems, networks, other providers of care and 43,000 individual members come together to form the AHA. Founded in 1898, the AHA provides education for health care leaders and is a source of information on health care issues and trends. For more information, visit the AHA website at www.aha.org.