



AHA SmartMarket™



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NEWS RELEASE

**AHA SMARTMARKET ANNOUNCES NEW PARTNERSHIP WITH TENNESSEE
HOSPITAL ASSOCIATION
LINKING HEALTH CARE PROFESSIONALS WITH EACH OTHER
AND PRODUCT AND SERVICE PROVIDERS**

CHICAGO (November 13, 2014) – The American Hospital Association’s new venture, AHA SmartMarket™ and the Tennessee Hospital Association (THA) have announced a new effort that connects local health care professionals to their peers and leaders.

The partnership is the first of its kind, and enables the state association to bring AHA SmartMarket, a new and innovative service to its members that will strengthen relationships with Tennessee-based health care professionals and vendors so that they can discuss challenges unique to their organizations and connect with local and national vendors who can provide effective solutions.

AHA SmartMarket is a new social platform created exclusively for the health care field that debuted in July. The site is designed to connect health care professionals with each other and the vendors who serve them. This interactive marketplace enables health care professionals to search products and services, rate and review product performance and collaborate with a network of trusted peers and experts.

“AHA and our state association partners share a common goal of supporting health care as it continues to transform, so it just makes sense for us to collaborate in this initiative,” said

Anthony Burke, president of AHA SmartMarket and AHA senior vice president. “By having one platform where anyone can share experiences or get answers to their pressing challenges, we remove confusion and promote service to the field.”

Burke added, “By providing direction to vendors and service providers, we can collectively offer easy access to not only market leading organizations, but raise the profile of small and local companies and emerging innovations...all in one place.”

According to Craig Becker, president of the Tennessee Hospital Association, “As a field, we are redefining ourselves and AHA SmartMarket is, without a doubt, one way we will be able to do that. The site is a game-changer for hospitals and for our association as we continue to evolve to provide for the needs of our members.”

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 AHA SmartMarket

AHA SmartMarket is a social collaboration platform exclusive to health care. It’s where leaders discuss challenges, share feedback on vendors and research products that best meet their unique needs. Informed product choices start with AHA SmartMarket. AHA SmartMarket is a wholly owned subsidiary of the American Hospital Association. www.AHASmartMarket.com

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.