



**PACHC Memo 11-06**

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June 1, 2011

TO: Pennsylvania Association of Community Health Center Members  
FROM: Cheri Rinehart, President & CEO  
SUBJECT: PACHC Corporate Sponsors

**Issue:** The PACHC team and Board continually strive to increase the value of your membership, keep the cost of membership affordable and look for additional sources of revenue so that we can continue to provide high quality services to you. One of the ways we have been able to meet all of these objectives is by adding opportunities for corporations with services or products of value to health centers to support PACHC.

**Background:** PACHC, like your health center, receives federal grant funding from the Health Resources & Services Administration (HRSA) for some of the work we do on your behalf. Like your grant funding, the base grant is infrequently calculated. Although our primary funding for the most part remains level, our goal is not simply to maintain the level and variety of services we provide to you, but to enhance them. That requires non-grant revenue, which in the past was primarily organizational membership dues and, while we want to continue to increase the value of membership, we want to avoid having to significantly raise health center dues. As a result, we have created some opportunities for corporations with an interest in health centers to support some of the work we do.

With input from our Membership Committee and the approval of the Board, we have developed several different opportunities for organizations who offer goods and services of value to health centers to help make you aware of those goods and services for a fee.

**PACHC Corporate Opportunities:** The categories of opportunities for corporations offering goods and services to support PACHC and you fall into four categories: PACHC Preferred; Corporate Sponsor Membership; Conference Sponsorship; and Conference Exhibitor. Here is a summary of the differences:

**PACHC Preferred** – “PACHC Preferred” indicates that this is an organization that we feel brings goods and/or services of significant value to health centers and that we have conducted due diligence on to ensure that the organization can deliver on what it promises. PACHC then develops what is called an “affinity relationship” with these organizations—a relationship that provides you with discounted fees and/or enhanced benefits and provides PACHC with revenue based on member utilization of the organization’s goods and services. That is, using PACHC Preferred members benefits you both directly and indirectly and benefits PACHC.

Corporate Sponsor Membership – Corporate Sponsor members have a strong interest in health centers and purchase the opportunity to learn more about you and you to learn more about them. There are three categories of membership: Gold, Silver and Bronze and each provides a different level of benefits. The Corporate Sponsor membership application can be accessed at the bottom of the [Member Benefits page](#) of the PACHC website. Being a Corporate Sponsor member does not mean PACHC endorses the product and/or service.

Conference Sponsors – Conference sponsorship opportunities are available for organizations that want to support health centers and want visibility at our annual conference. The biggest difference between this opportunity and corporate membership is that this gives a one-time high visibility opportunity at the event most Pennsylvania health centers attend while the corporate sponsor membership gives year-round less visible benefits. We offer a variety of conference sponsor opportunities.

Conference Exhibitors – Conference exhibitors simply pay to exhibit at our conferences so they have an opportunity to meet and talk with you.

#### **Member Action:**

**CONSIDER USING “PACHC PREFERRED” COMPANIES**

If you are not already doing so, please consider using one of the [PACHC Preferred organizations](#). They can help you stretch your dollars as well as help us to do so.

**SHOW APPRECIATION FOR CORPORATE SUPPORT AT ALL LEVELS**

Certainly the corporations are joining PACHC for the value they receive, but you also receive value both in dues stability as well as exposure to the goods and services the companies offer. Please let them know you appreciate their support.

**REFER COMPANIES TO PACHC**

We are happy to follow up on any referrals you provide. Let us know if there is an organization that offers goods or services that you are pleased with, that you know has an interest in supporting the health center community and/or that you think your colleagues would appreciate. We will reach out and discuss the various opportunities open to the organization.

**PACHC Action:** PACHC will continue to work to grow corporate support of the work we do on your behalf, continue to look for additional ways to augment dues revenue and always work to provide you the highest value possible for your dues dollar.

**For More Information:** If you have questions or suggestions on opportunities for corporations to support health centers and PACHC, please feel free to contact Cindi Christ at [cindi@pachc.com](mailto:cindi@pachc.com) or (717) 761-6443, ext. 204 or Bob MtJoy, PACHC Membership Committee Chairman, at [rmtjoy@cornerstonecare.com](mailto:rmtjoy@cornerstonecare.com) or (724) 943-3308, ext. 127.