



2021

AAHA

STRATEGIC ALLIANCE PROGRAM



AAHA MEANS MORE

AAHA Means More High-Quality Care



AAHA-accredited practices have **more engaged clients who visit more frequently**, as well as fewer lapsed patients than nonaccredited practices.**



AAHA-accredited practices have **more loyal clients, retain more clients, and see more repeat clients** than nonaccredited practices.**



Patients of AAHA-accredited practices receive **more comprehensive care** and clients elect to have more diagnostic services performed than nonaccredited practices.**

AAHA MEANS MORE

AAHA Means More Clients



On average, AAHA member practices have a **higher count of new patients** versus nonmember practices (851 and 644 per fiscal year, respectively).*



AAHA-accredited member practices maintain a **higher count of active clients** (4,405) than nonmember practices (3,810).*

AAHA Means More Revenue



On average, AAHA-accredited **members outearn nonmember practices** in revenue (\$1,707,813 to \$1,206,035, respectively), exceeding the national average for all practices by more than 34%.*



Practices that generate higher levels of revenue have **higher staff-to-doctor ratios**. The ratio of nonveterinarian staff per FTE veterinarian is highest among AAHA-accredited practices.*

Strategic Alliance Program membership

Membership includes:

- Corporate AAHA membership
- Quarterly reports personalized by member activity
- Use of the AAHA Strategic Alliance Program logo
- Website recognition and advertising
- AAHA member mailing list (1)

Members may also receive an invitation to participate in Connexity 2021, as well as opportunities to:

- Sponsor AAHA guidelines and strategic initiatives
- Send a commercial email to AAHA members
- Create a social media campaign through AAHA channels
- Develop AAHA Learning courses and custom content materials

\$2 Billion
total annual purchasing power*

AAHA members' total average yearly income per practice is

\$501,778
more than nonmembers.*

4,511
AAHA-accredited and preaccredited practices**

44,175
veterinary professionals**

**Financial and Productivity Pulsepoints, Tenth Edition (AAHA Press, 2019).*

***As of July 1, 2020*

Connexity Sponsorship and Advertising

AAHA means more access to the highest-performing veterinary practices and professionals through our conference.

When you network with Connexity attendees, you reach the trendsetters and influencers in our industry.



September 21–25, 2021

Fairmount Scottsdale Center, Scottsdale, Arizona

Connexity sponsors and exhibitors benefit from:

- Networking and interacting with target customers
- Educating guests with sponsored topics and speakers
- Advertising and marketing campaigns powered by AAHA
- Opportunities to participate in virtual conference offerings

We can personalize your Connexity experience to get the biggest return on your investment.

“I really loved being part of this event and am proud that my company is now a SAP member. We look forward to doing everything we can to support AAHA in its mission to raise the bar of excellence throughout the veterinary industry.”

—CONNEXITY SPONSOR

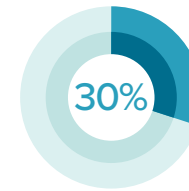
AAHA's Culture Initiative

AAHA means more care for the wellbeing of veterinary professionals through better practice culture.

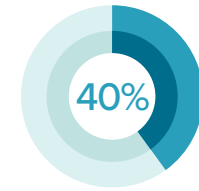
AAHA has developed 4 steps to a healthy practice culture, including research-based tools, personalized assessments, support from AAHA's practice consultants, and a library of resources for every team member to improve the culture in veterinary practices.

Learn more at aaha.org/culture.

Organizations that actively manage their cultures typically have:

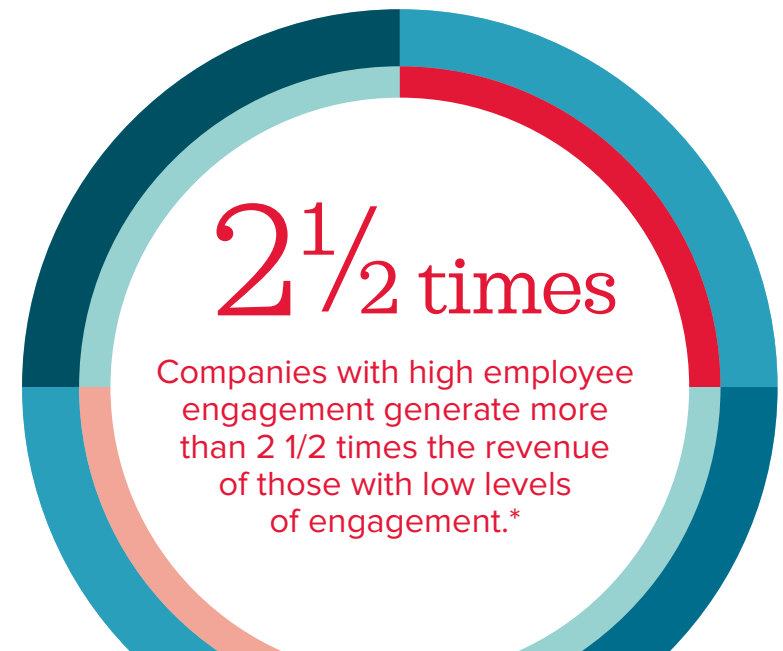


30% higher levels of innovation*



40% higher levels of employee retention*

*“Global Human Capital Trends 2015, Leading in the New World of Work,” Deloitte University Press



AAHA Guidelines

AAHA means more dedication to excellent service through continuous evaluation of best practices to promote improvement.

Developed by experts in the profession, AAHA guidelines are peer-reviewed and include interactive tools such as client- and staff-education videos, customizable templates, and calculators to help veterinary practices stay current. These are free for the industry and are a valuable resource widely relied upon by veterinary professionals. The exclusive support of our sponsors is vital to the development of these guidelines and resources.



Guidelines sponsorship includes recognition in the manuscript, marketing materials, and conference presentations (industry and on-demand) over the life of the guidelines.

*Source: Website data from January–June, 2020

Check out our most recent updates at aaha.org/guidelines, including:

- 2019 AAHA Canine Life Stage Guidelines
- 2020 AAHA Anesthesia and Monitoring Guidelines for Dogs and Cats
- 2020 AAHA/AAFP Feline Vaccination Guidelines (available September 2020)
- 2021 AAHA/AAFP Feline Life Stage Guidelines (available early 2021)

Upcoming AAHA guidelines available for sponsorship:

- AAHA Nutritional Assessment and Weight Management Guidelines for Dogs and Cats
- AAHA/AVMA Telehealth/Connected Care Guidelines for Companion Animals
- AAHA Pain Management Guidelines for Dogs and Cats
- AAHA Working Dog Guidelines
- AAHA Senior Care Guidelines for Dogs and Cats

AAHA promotes industry awareness of the guidelines through:

- Educational tracks at prominent industry conferences
- Web conferences with subject-matter experts
- Press releases
- Promotions and ads in other industry publications
- Online resources for practice teams and pet owners
- *Trends* and other AAHA publications
- Social media campaigns

Trends

AAHA means more practice-management guidance.

Published monthly, *Trends* magazine offers best business practices, single-theme issues, *JAAHA* abstracts, executive summaries of AAHA guidelines, and detailed discussions of hot topics.

Benefits of advertising in *Trends*

- Distributed monthly to AAHA members and subscribers in both print and digital formats
- Free *Trends* article distributed monthly to nonsubscribers via email, social media, and featured in *NEWStat*
- Free website listing in the Advertiser Index
- Bonus circulation at all major conferences

Trends Website

25,634 pageviews**

2:27 spent on articles**

Opportunities include:

- Advertisements in the print magazine and *Trends* webpages
- False covers
- Belly bands
- Inserts or other custom pieces
- Content booklets and posters*
- Roundtable booklets*

*Source: 2020 AAHA Readership Survey of *Trends*, *JAAHA*, and *NEWStat* conducted by Readex Research

**Source: Website data from January–June, 2020

*Custom developed with AAHA and polybagged with *Trends*



52%
read half or more
of each issue*



40%
took action after
seeing an ad*



82%
believe *Trends* helps
them better manage
their practice*



59%
share their copy
with others*



More than
30,000
subscribers

JAAHA

AAHA means more cutting-edge medicine.

AAHA's bimonthly, peer-reviewed medical journal, *JAAHA*, the *Journal of the American Animal Hospital Association*, features original studies, review articles, and AAHA's guidelines, available in print and online.

Benefits of advertising in *JAAHA*

- Distributed bimonthly to members and subscribers
- Free *JAAHA* article distributed bimonthly to nonsubscribers via social media and featured in *NEWStat*
- The first place where new AAHA guidelines and updates are published
- Peer-reviewed topics at the forefront of veterinary medicine
- More than 6,200 print subscribers

JAAHA Website

293,328 pageviews**

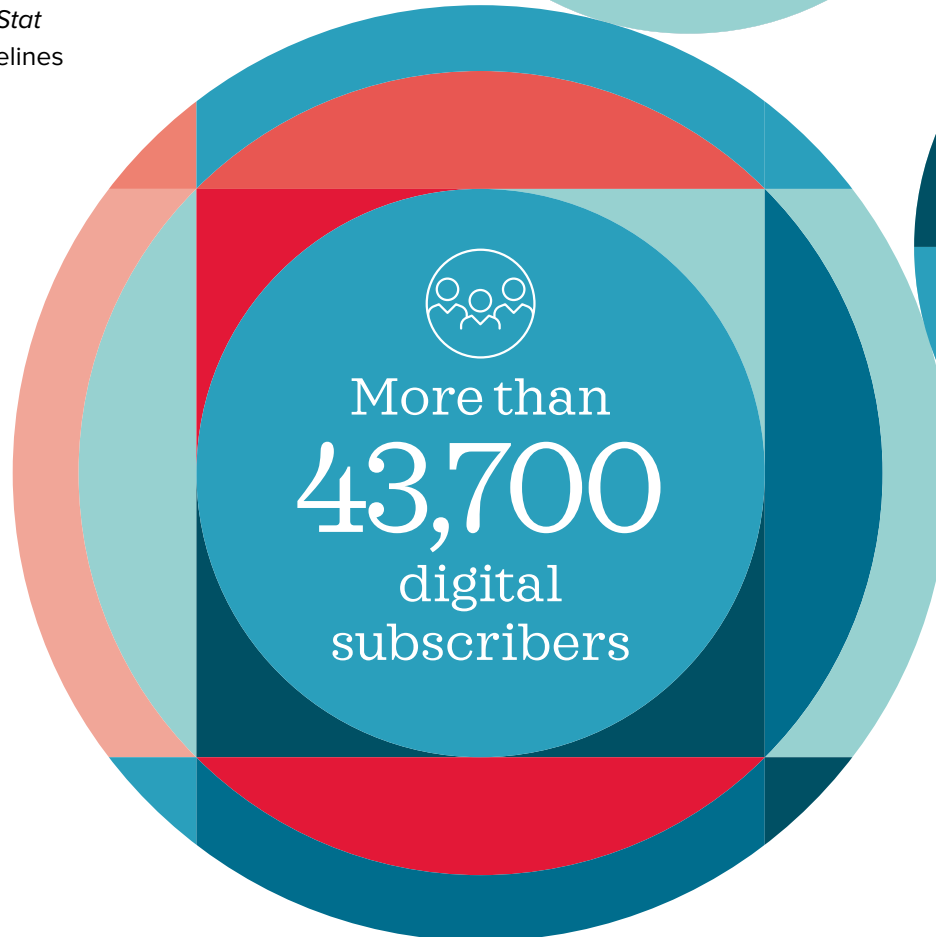
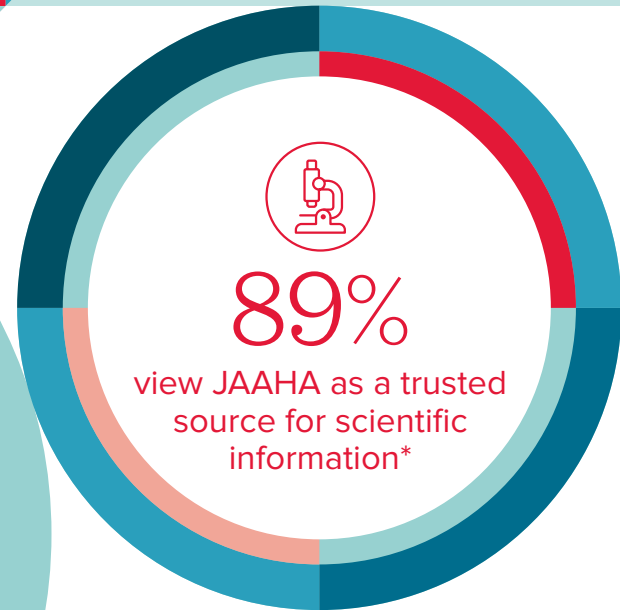
131,861 sessions
(avg. ~21,977 per month)**

Opportunities include:

- False covers
- Belly bands
- Print and digital advertising
- Inserts

*Source: 2020 AAHA Readership Survey of *Trends*, *JAAHA*, and *NEWStat* conducted by Readex Research

**Source: Website data from January–June, 2020



Digital Advertising

AAHA means more ways to connect online.

- JAAHA, Trends, and AAHA Learning digital advertising
- Educational articles and advertisements on the *NEWStat* website and weekly e-newsletter
- Professional website advertising
- Branded or product email to AAHA members (Limited quantity available to select Strategic Alliance Program levels.)
- Connexity digital advertising

NEWStat Website

407,981 pageviews**

5:14 spent on articles**

aaaha.org

Over 2.5 million pageviews**

1:57 average time on a page**

NEWStat e-newsletter:



More than
35,000
subscribers



44%

read half or more
of each issue*



21%

open rate**



33%

share *NEWStat*
articles via social
media*

*Source: 2020 AAHA Readership Survey of Trends, JAAHA, and *NEWStat* conducted by Readex Research

**Source: E-newsletter and website data from January–June, 2020

AAHA Learning

AAHA means more high-quality virtual CE

for every member of the veterinary team.

- Exclusive, free member benefit highly valued by AAHA members
- Relevant scientific and practice-management topics to help every team member earn RACE-approved CE credits and grow professionally
- Variety of formats including case-based learning modules, virtual simulations, podcasts, webinars, and more
- Easy-to-use, mobile-friendly interface and user experience

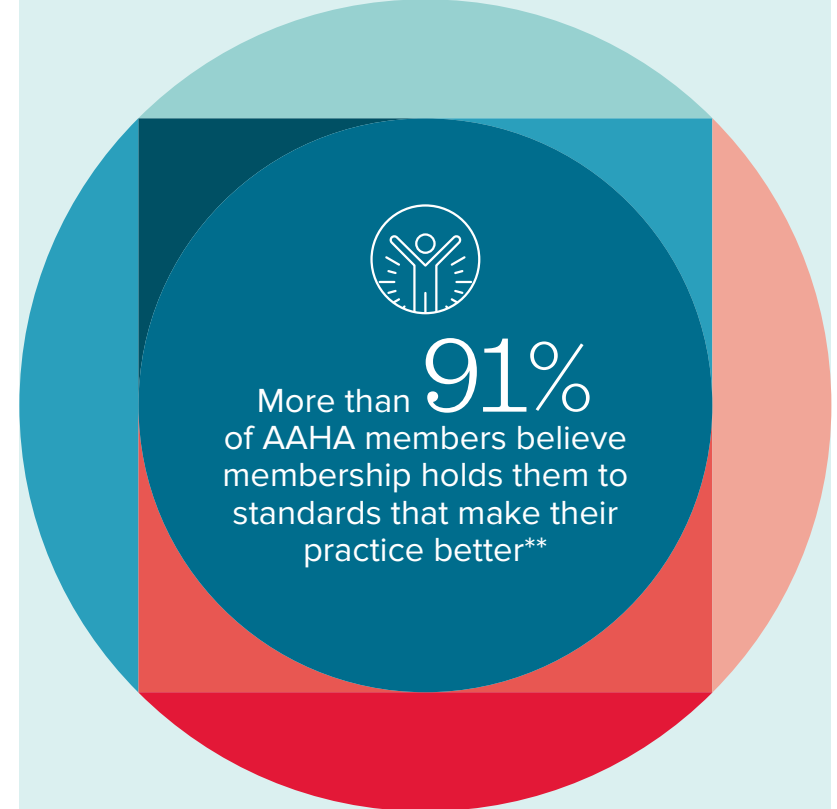
Opportunities include digital advertising and the chance to develop with AAHA:

- Custom educational courses
- Web conferences
- Podcasts



*As of July 2020, includes premium courses

**2018 AAHA member survey



More sponsorship opportunities

- Create an integrated campaign with custom content, posters, online learning modules, or social media campaigns
- AAHA educational programs at WVC and AVMA
- Veterinary Management Series (VMS) and/or Veterinary Management Institute (VMI) registrations and/or sponsorship
- Custom content roundtables and educational booklets polybagged with *Trends*
- Additional Connexity visibility/educational opportunities

2021 AAHA Strategic Alliance Program Levels

	Diamond	Platinum	Gold	Emerald	Sapphire	Silver	Garnet	Bronze	Copper
<i>Trends</i> advertising	\$50,000	\$49,500	\$45,000	\$20,000	\$16,000	\$12,000	\$10,700	\$8,000	
JAAHA advertising	\$10,500	\$10,500	\$5,000						
Digital advertising	\$26,000	\$24,000	\$20,000	\$10,000	\$8,000	\$6,000	\$6,000	\$3,500	
Connexity sponsorship and advertising	\$49,000	\$49,000	\$34,000	\$19,000	\$13,000	\$9,000	\$5,000		
Connexity exhibit booth	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$3,300		
Guidelines or strategic initiative programs	\$30,000	\$30,000	\$30,000	\$30,000					
Additional opportunities	\$192,500	\$95,000	\$21,000	\$18,000	\$34,000	\$17,000	\$13,000	\$9,500	\$8,250
Strategic Alliance Program membership	\$49,000	\$40,000	\$37,000	\$32,000	\$30,000	\$29,000	\$27,000	\$25,000	\$22,250
Total value	\$413,000	\$304,000	\$198,000	\$135,000	\$107,000	\$79,000	\$65,000	\$46,000	\$30,500
Your cost	\$350,000	\$250,000	\$150,000	\$100,000	\$75,000	\$50,000	\$35,000	\$20,000	\$10,000



More ways to work with AAHA

Strategic Alliance Program members can also participate in these AAHA savings programs:



AAHA Advantage

AAHA Advantage is a group purchasing organization exclusively for AAHA-accredited practices, with its members spending 15% more on average than other group purchasing organizations. Rebates distributed to AAHA Advantage members can be enough to cover the cost of AAHA membership dues.

For more information contact Nate Chambers at nathan.chambers@aaha.org.



AAHA Preferred Business Provider Program

Preferred Business Providers help AAHA members get more for their money by offering customized programs and dedicated support representatives for AAHA members, as well as unique, exclusive benefits and pricing for products and services.

For more information contact Nate Chambers at nathan.chambers@aaha.org.



AAHA Member Values Program

AAHA practices pass on more perks to team members with Member Values Program discounts on products and services for the entire team, including vacations, rental cars, supplemental insurance, identity protection, and more.

For more information contact Sean Thomas at sean.thomas@aaha.org.



Savings

Contact our team for more information about the Strategic Alliance Program

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