

Recruit members to HFMA
and select from exciting
new rewards!

Details Inside.

SHARE HFMA

Member-Get-A-Member
Program 2011-2012

"My goal each year is to introduce promising young professionals and colleagues to HFMA and help integrate them within the organization. The HFMA network enhances their careers, strengthens our chapter, and allows us to follow their success."

DEBBIE TEESDALE *Member, Texas Gulf Coast Chapter*



hfma™

healthcare financial management association

As a valued member, you can impact the future of HFMA by sharing your experience with your peers, your staff, and others in your organization with an interest in healthcare finance.

How the program works



RECRUIT ONE OR TWO MEMBERS (NEW* OR FORMER**) AND RECEIVE YOUR CHOICE OF:

- An HFMA apparel item (approximate retail value of \$25).
- \$25 Visa prepaid card good anywhere Visa debit cards are accepted worldwide.

RECRUIT THREE OR FOUR MEMBERS (NEW* OR FORMER**) AND RECEIVE:

- A \$100 Visa prepaid card good anywhere Visa debit cards are accepted worldwide.
- An entry into a drawing (among those recruiting three or four members) to receive a \$1,000 cash prize.

RECRUIT FIVE OR MORE MEMBERS (NEW* OR FORMER**) AND RECEIVE:

- A \$150 Visa prepaid card good anywhere Visa debit cards are accepted worldwide.
- An entry into a drawing (among those recruiting five or more members) to receive a \$2,500 cash prize.

NEW! MEMBER iPad 2 DRAWING

For every new or former member you recruit, you will receive one entry into a drawing for a brand new iPad 2! There are three chances to win! Drawings will be held in October, January and March.*** You will be contacted if you win, and your name will be announced in the following month's Membership Marketing Brief!



MEMBER MAKE A DIFFERENCE GRAND PRIZE

For every new or former member you recruit, you will receive one entry into the drawing for the Member-Get-A-Member Make a Difference Grand Prize worth \$5,000. You will receive \$3,000 in cash for yourself and a \$2,000 donation in your name to the charity of your choice.

The more members you sponsor, the greater your chance to win!



You are our strongest recruitment link to new members!

Attached are four cards that you can personalize and use for recruiting new members. Remember to tell the members you are sponsoring to include your name and ID number on their membership application.

Carry your HFMA recruitment cards with you to all of your networking opportunities and share them with potential members.

** New members. Sponsors will receive credit for new members who join (or have joined) between June 1, 2011 and April 30, 2012.*

*** Former members. Sponsors will receive credit for former members who reactivate their memberships between August 1, 2011 and April 30, 2012.*

**** Sponsors will receive one entry per new and former members who join between June 1, 2011 through September 30, 2011 (October drawing), October 1, 2011 through December 31, 2011 (January drawing) and January 1, 2012 through February 28, 2012 (March drawing).*

↓ Detach and share with potential members.

KNOWLEDGE. SOLUTIONS. RESULTS.

JOIN HFMA.

- Prepare for the impact of healthcare reform.
- Move toward accountable care.
- Strengthen hospital-physician relationships.
- Adapt to changes in reimbursement.
- Thrive in your career.

Membership benefits at hfma.org/benefits



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↓ Detach and share with potential members.

Log on to www.hfma.org/join or call (800) 252-4362, ext. 2. You will be asked for your sponsor name and ID.

SPONSOR NAME

SPONSOR ID NUMBER

SPONSOR E-MAIL

SPONSOR PHONE

AN HFMA MEMBERSHIP IS A SMART INVESTMENT.

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More resources to assist you



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- You can download applications at hfma.org/applications. Make sure your name and ID number appears in the "sponsor" area of their application in order to receive proper credit.
- Prospective recruits can join online at hfma.org/join.
- If you need assistance in answering a recruit's question or inquiry, call the HFMA Member Services Center at (800) 252-4362, extension 2, or e-mail memberservices@hfma.org.
- To order additional recruitment cards, contact the HFMA Member Services Center at (800) 252-4362, extension 2, or visit hfma.org/mgamcards.

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Westchester, Illinois 60154

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US Postage

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Chicago, IL

WITH HFMA'S MEMBER-GET-A-MEMBER
PROGRAM YOU COULD WIN:

- HFMA Apparel Items
- \$25 Visa Prepaid Card
- \$100 or \$150 Visa Prepaid Cards
- \$1,000 Cash
- \$2,500 Cash
- **NEW!** Apple iPad 2
- The Grand Prize of \$3,000 cash and \$2,000 donation in your name to the charity of your choice

