



*Accreditation Association for  
Ambulatory Health Care*  
**M E M B E R R E L A T I O N S**

The Accreditation Association for Ambulatory Health Care (AAAHC – [www.aaahc.org](http://www.aaahc.org)), founded in 1979, is a not-for-profit organization dedicated to assisting ambulatory health care entities improve the quality and level of care they provide. Its membership base is comprised of 17 of the nation's leading specialty health care organizations that support AAAHC's mission of promoting quality health care in the ambulatory setting.

**The need**

AAAHC retained Hodge Schindler to help the group gain exposure in the national and trade media, as well as aid in its efforts to strengthen AAAHC's visibility among its member organizations. Additionally, we were asked to help with efforts in recruiting surveyors who were integral to the accreditation process. This particular case focuses on our efforts in that area, and in establishing relationships and increasing AAAHC's visibility with its 17 member associations.

**Our approach**

- Research each member organization to determine how they communicate with their own member bases.
- Review each group's various publications to create appropriate storylines that would be used to position AAAHC, its services and benefits.
- Develop working relationships with various contacts at each group.
- Disseminate news releases, etc. to appropriate contacts to ensure a steady flow of information.
- Work with targeted member organizations to develop AAAHC bylined articles to meet the specific informational needs of their audience.

**The outcomes**

- News from the AAAHC is now featured in the majority of its members' publications as well as on member Web sites.
- We were contacted regularly to contribute to the member publications.
- AAAHC's visibility among its membership has increased considerably.
- Applications have increased from individuals interested in becoming part of the AAAHC surveyor team.