

American Society of Health-System Pharmacists (ASHP)

- Situation** The Bethesda, MD-based American Society of Health-System Pharmacists (ASHP) provides practice tools, news briefings, advocacy guidance, professional development, and career advancement resources for pharmacists who practice in hospitals, HMOs, and other health care-related organizations. Recently, ASHP was looking to create a more engaging look and feel, and more focused messaging, in its biannual membership renewal campaigns. To achieve this goal, and ultimately help boost renewal rates, it sought a marketing partner with extensive health care experience, which it found in TDC.
- Solution** TDC created a presentation theme for renewal materials that centered on a bold “RENEW” graphic and follow-up messages that focused on how ASHP enabled members to reinforce their knowledge, reach policymakers, and realize professional goals. The look and feel was developed to accommodate the wide range of health-system pharmacy professionals served by ASHP, from pharmacy students and new graduates to experienced professionals and even retirees. We helped reach these and other membership segments through a range of channels, which included direct mail packages, email, print ads, publication wraps and inserts, and postcards.
- Result** As our materials have been implemented recently, results of our work are still pending. However, ASHP has been extremely pleased with the overall look and feel of the materials and is exploring partnering with TDC on additional projects going forward.

- campaign theme and messaging

Research Modes Used:

Stakeholder Discussions

Review of Prior Campaign



YOUR MEMBERSHIP TODAY

REINFORCE Your Knowledge

REACH Policymakers

REALIZE Your Professional Goals

Expand your expertise. Stay up-to-date on critical news and trends. Advance your practice and profession. You can do all this and more when you continue to be a member of ASHP.

- dm postcard
- dm letter package

Your ASHP membership is expiring soon.

Renew today to continue to enjoy a wide range of benefits for your career and profession. Don't miss out on:

- **Resources and services to benefit your practice—** including a subscription to *AJHP*; daily email briefings on current medical issues and healthcare topics, live and on-demand webinars, and much more
- **Advocacy to benefit your profession—** including reaching out to members of Congress to strengthen communications and relationships with your representatives
- **Discounts to benefit you—** including savings on ASHP meetings, publications, group insurance plans, and training materials

RENEW online or by phone
Visit ashp.org/renew or call
866.279.0681 M – F 8am – 6pm EST
Monthly payment option available—call to enroll




Presort
First Class
US Postage



YOUR MEMBERSHIP TODAY

REINFORCE Your Knowledge
REACH Policymakers
REALIZE Your Professional Goals




American Society of Health-System Pharmacists
7272 Wisconsin Avenue, Bethesda, Maryland 20814

Thank you for your membership.
RENEW NOW before it expires on December 31.



YOUR MEMBERSHIP TODAY

Dear <<first name>>,

I am writing today to remind you that your membership will expire on December 31.

RETAIN ACCESS. Maintain ongoing access to a wide range of benefits that provide you with the connections and resources to advance your practice, career, and profession.

REMAIN UPDATED. Receive timely information on current regulatory issues and healthcare trends through daily email briefings, NewsLink updates, and your free subscription to *AJHP*.

REACH OUT AND NETWORK. Make important connections with peers and other like-minded professionals both in-person at ASHP meetings and virtually on ASHP Connect.

REINVEST IN YOUR MEMBERSHIP. Take the first step by renewing your membership today. It's as simple as contacting customer service at 866-279-0681 (Monday - Friday, 8:00 a.m. - 6:00 p.m. EST), returning the enclosed form, or visiting ashp.org/renew.

Thank you for your continued support and partnership as an ASHP member. Your sustained membership and participation is essential to helping ASHP realize its mission to advance and support the achievement of our professional practice goals.

Best Regards,

Hannah K. Vanderpool
Hannah K. Vanderpool, Pharm.D., M.A.
Vice President, Member Relations

P.S. **Take advantage of the ASHP Monthly Payment Plan, available with zero processing charges or extra fees.** Contact custserv@ashp.org or call 866-279-0681 to register for your 12 easy payments today.

American Society of Health-System Pharmacists
7272 Wisconsin Avenue, Bethesda, Maryland 20814
301-657-3000 • Fax: 301-664-8877 • www.ashp.org



- print advertising
- journal insert
- online banner ads



RENEW

YOUR MEMBERSHIP TODAY

REINFORCE Your Knowledge
REACH Policymakers
REALIZE Your Professional Goals

Expand your expertise. Stay up-to-date on critical news and trends. Advance your practice and profession. You can do all this and more when you continue to be a member of ASHP.

Renew today to retain access to essential resources and services that benefit your practice, strengthen pharmacy's voice and presence on Capitol Hill, and save you money. Reinvest in your ASHP membership, a vital component to your current and future professional advancement.

Take advantage of the option to pay your dues on a monthly basis with a credit or debit card at no additional fee.

Don't wait—visit ashp.org/renew or call 866.279.0681



Membership Application

Online: www.ashp.org
Phone: 866-279-0681
Mail: ASHP Payment Center, P.O. Box 17883, Baltimore, MD 21297

ASHP Membership Categories
Please choose one.

☐ **Active Full Member \$295**
For pharmacists who are licensed to practice in the United States and its Territories.

☐ **Supporting Associate* \$295**
For non-pharmacists who support the mission of ASHP.

☐ **International Associate* \$295**
For pharmacists and non-pharmacists interested in pharmacy who reside outside the United States and its Territories and are not U.S. citizens. Expedited mail service outside the U.S. & Canada is available for an additional \$60 per membership year.

☐ **Joint Member/Spouse \$443 (\$295 + \$148)**
One spouse pays full member dues; the other pays a reduced rate.

☐ **Technician* \$74**
For individuals involved in pharmacy support roles. Includes an AJHP® subscription.

☐ **Retired \$148**
For previous Active Full Members 65 and older.

☐ **Resident/New Graduate \$74**
Resident: For first year post graduate mentored and individuals participating in a graduate year one or two resident program.

☐ **Student* \$47**
Graduate: For individuals enrolled in a full-time undergraduate or graduate pharmacy program in an accredited U.S. college of pharmacy.

*Non-voting membership categories.

ASHP strongly encourages membership in ASHP state affiliate organizations. For more information on the state affiliate nearest you, check online at ashp.org/stateaffiliates


NEW MEMBER PROFILE Please print or attach your business card.

Last Name: _____ First Name: _____ MI: _____
 Street/PO Box: _____
 Business/School Name: _____
 Business/School Address: _____
 City/State/Province/ZIP+Country: _____
 Business Phone: _____ Business Fax: _____
 Home Address: _____
 City/State/Province/ZIP+Country: _____
 Home Phone: _____ Home Fax: _____
 Preferred Mailing Address: ☐ Home ☐ Business/School
 Preferred E-mail Address: _____
 Organization (Date of membership): _____
 Preferred Date for Issues of Outgoing elections, if different than preferred mailing address: _____
 Providing your e-mail address allows you to receive timely updates on ASHP and pharmacists' news and information.

ASHP SECTION(S)
Section membership is included at no additional charge to all members. You may join as many Sections as you wish, with full access to the specialized news, information, and services of each. If you choose more than one Section, please indicate your preferred Primary Section in the space provided. In your Primary Section, you'll enjoy voting privileges for electing Section leadership and other matters concerning elected positions.

Section Name	Section Description
<input type="checkbox"/> Section of Clinical Operations and Sciences™	
<input type="checkbox"/> Section of Ambulatory Care Practitioners™	
<input type="checkbox"/> Section of Hospital Care Practitioners™	
<input type="checkbox"/> Section of Pharmacy Practice Management™	
<input type="checkbox"/> Section of Pharmacy Informatics and Technology™	

PAYMENT OPTIONS
Pay dues on a monthly basis with a credit or debit card. You will be charged monthly for 1/12 of the membership fee. If your membership cycle is more than 12 months, your dues will be divided by the number of months in your cycle beginning the month you join. To participate in automatic monthly billing, provide your credit or debit card number and expire date in the space below.



RENEW


THIS IS YOUR LAST ISSUE OF AJHP®

Your membership expired December 31, 2016.

Don't lose access to AJHP®, live and online continuing education, leading-edge and evidence-based practice resources, and other pharmacists in your professional community.

RENEW TODAY:
 Online: www.ashp.org/renew
 Phone: 1-866-279-0681
 Mail: see form on reverse side

If you've recently renewed your membership, thank you—please disregard this notice.




©2017 American Society of Health-System Pharmacists



RENEW


YOUR MEMBERSHIP TODAY

REINFORCE Your Knowledge
REACH Policymakers
REALIZE Your Professional Goals

RENEW

Don't wait—click to learn more or call 866.279.0681



- match day social media graphic
- membership print advertising
- membership postcard

MATCH

PHARMACY RESIDENCY MATCH DAY 2017

ASHP

MEMBERSHIP

REINFORCE Your Knowledge
REACH Policymakers
REALIZE Your Professional Goals

When you choose to be a member of ASHP, you have access to essential resources and services to benefit your practice, you strengthen pharmacy's voice and presence on Capitol Hill, and you save money. ASHP membership is a vital component for your current and future professional advancement.

Members have the option to take advantage of the ASHP Monthly Payment Plan, available with zero processing charges or extra fees. Contact custserv@ashp.org or call 866-279-0681 today.

Make the most of your membership—visit ashp.org



Renewing your ASHP membership gives you exclusive members-only access to:

- Update your CV using the ASHP CV Review Program and receive quality feedback from across the country.
- Find a job through CareerPharm® and participate in the Virtual Career Fair on April 19, 2017.
- Obtain board certification using prep materials and practice tests through the ASHP Review and Recertification Reward Program at only \$10/month.



4500 East-West Highway
 Suite 900
 Bethesda, MD 20814

Presort
 First Class
 US Postage
 PAID
 Permit # 800
 Rockville, MD

What's Important to You is Important to Us

- ☒ Update my CV
- ☒ Find a Job
- ☒ Obtain Board Certification
- ☒ Get ASHP Swag for Renewing