

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:



 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





YOUR MEMBERSHIP TODAY

REINFORCE Your Knowledge REACH Policymakers REALIZE Your Professional Goals

Presort First Class





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.



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

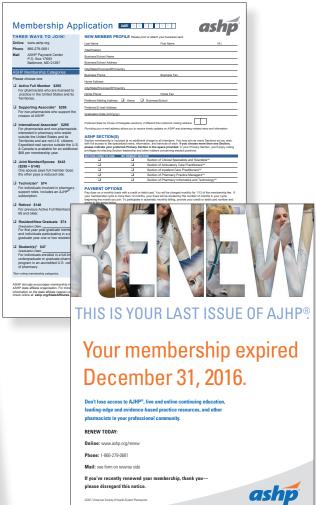
P.S. Take advantage of the ASHP Monthly Payment Plan, available with zero processing charges or extra fees. Contact custserv@ashp.org or call 866-279-0681 to register for your 12 easy payments today.

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







current and future professional advancement.

or debit card at no additional fee.

Take advantage of the option to pay your dues on a monthly basis with a credit

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

YOUR MEMBERSHIP TODAY

ashp

REINFORCE Your Knowledge **REACH** Policymakers **REALIZE** Your Professional Goals





Don't wait click to learn more or call 866.279.0681



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



PHARMACY RESIDENCY MATCH DAY 2017



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 custsen/@ashp.org or call 866-279-0681 today.

Make the most of your membership—visit ashp.org



- 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





ashp

