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.
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.
Dear <<first name>>,

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

RETAI N 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 866-279-0881 (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, 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 866-279-0881 to register for your 12 easy payments today.
YOUR MEMBERSHIP TODAY

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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. Renew 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

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RENEG

THIS IS YOUR LAST ISSUE OF AJHP®

Your membership expired December 31, 2016.

Don’t have access to AJHP® live and online continuing education, leading-edge and evidence-based practice resources, and other pharmacies in your professional community?

RENEW TODAY.

Online: www.ashp.org/renew
Phone: 1-866-279-0681
Fax: 866-279-0651

If you’re not renewing your membership, thank you—please disregard this notice.

With best wishes from the American Society of Health-System Pharmacists

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YOUR MEMBERSHIP TODAY

REINFORCE Your Knowledge
REACH Policymakers
REALIZE Your Professional Goals

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

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• print advertising
• journal insert
• online banner ads
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, strengthen pharmacy's voice and presence on Capitol Hill, and save money. ASHP membership is a vital component for your current and future professional advancement.

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 $17/month.

Renewing before March 31, 2017 at a special reduced rate of less than $14/month. Email custserv@ashp.org or call (866) 279-0681, and receive a FREE ASHP padfolio while supplies last.

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

What's Important to You is Important to Us

[Checkboxes]:
- Update my CV
- Find a Job
- Obtain Board Certification
- Get ASHP Swag for Renewing