

Achieve Your Goal of Becoming a Healthcare Association Leader

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Getting a health care association position

Getting a health care association position

- Knowledge of and experience with associations is the primary asset needed
- There are unique aspects to the various work areas for a health care association

Administration

- Governance
- Human Resources
- Information Technology
- Legal Counsel
- Finance

Member Services

- Membership
- Learning
- Component Relations

Advocacy

- Government Affairs (federal, state and grassroots)
- Payment (government and private)
- Communications

Becoming a health care association CEO

- Health care expertise not required
- Leadership and management roles at association is required
- Challenges for association staff moving up to a CEO position

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TRADE ASSOCIATIONS ACHIEVEMENT PROGRAM
INDIVIDUAL SOCIETY

When the only way UP is OUT

**If you feel stuck, stagnate or stifled,
it might be time for a job change.**

*Let's discuss steps to help you
land your ideal position with a
healthcare association!*

Quick look at healthcare employment

Why consider a career in healthcare association leadership?

Growth: healthcare is projected to be the fastest growing industry through 2022, adding 29% more jobs.

Diversity: AAMC reports 120 medical specialties for board certification.

Opportunities: 120 x 50 HQs x 8 average state/local chapters = 48,000 associations for physicians alone!

Study Up

- **American College of Healthcare Executives**
Courses & Credentialing
- **Robert Wood Johnson Foundation**
Best Practices, Research & Trends
- **Institute of Medicine**
*Research & Forums to Facilitate
Government & Private Sector Understanding
of Healthcare Issues*

The 5 Ps of Marketing to Your Job Search

Think of your job search as a traditional marketing process:

- Product
- Place
- Promotion
- Price
- Profit

Product

You're the *product* of the skills and knowledge you've gained in your career.

- Assess your unique selling points and how they would benefit a healthcare association.
- Ask trusted allies what they see as your strengths & areas for improvement.
- Know your competition using sites like LinkedIn; review the career paths of current healthcare executives.
- Develop a strategic plan of action, with your desired end goal up front.

Productizing Tip

Say what you stand for.

Create your own mission statement that defines your passion for helping healthcare non-profits grow and succeed.

Use it on business cards, email signature, personalized stationery and your LinkedIn profile.

Place

Where do you need to be seen?

- Networking events for healthcare leaders
- Volunteer committees supporting healthcare
- Healthcare conferences (local & national)
- Speaking engagements at healthcare events
- Online (RSS feeds of blogs, articles on healthcare issues)

***FACT: The #1 way employers fill jobs is through referrals.
Your network matters!***

Promotion

Components of self-promotion:

- Compelling cover letter tailored to the situation (*one size does not fit all*)
- Well-organized resume that illuminates your career accomplishments over last 10-15 years
- Current profile on LinkedIn (ask colleagues for endorsements)
- Current profile on ASAE (can be confidential)

Promotion Tips

- Write testimonials for former bosses and colleagues to approve and add their names to. Use them in your cover letter, resume and online profile.
- Recruiters want to see actual metrics from your efforts, IE: increased revenue from annual conference by 25%. Tout them!
- Professional help with your cover letter and resume is often worth the investment. You can find providers on ASAE's CareerHQ.

Promotion Tips

- When responding in writing, comply with all requests made by the employer (salary history, list of references, etc.)
- Take every interview, phone or in-person, seriously. Do your homework on the association's specialty and how the association impacts that specialty. Carefully review the association's website. Be prepared for behavioral-based questions (practice with a friend!)

Price

Know your market value before discussing compensation.

Sources for compensation info:

ASAE's Salary Survey

GuideStar

Salary.com, Payscale.com & BankRate.com

Profit

Be diligent & patient - you will ***profit*** from a well-planned search for your job with a healthcare association!

- More money
- More perks
- More opportunities to learn & advance

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