



## Healthcare Associations for Tech Sellers

These associations are best used to build market fluency, understand buyer priorities, and establish credibility by stakeholder type and submarket.

Association	Primary Stakeholder Category	Submarket	Description	Best For Learning / Networking	Website
<b>HIMSS</b>	IT / Clinical	Provider	Broad exposure to healthcare IT priorities, digital health trends, interoperability, cybersecurity, AI, and provider buying language across clinical and IT audiences.	Market education, ecosystem awareness, digital health trends	<a href="https://www.himss.org">https://www.himss.org</a>
<b>CHIME</b>	IT Executive	Provider	High-value access to healthcare CIOs and CISOs who influence enterprise architecture, security approval, vendor risk, and technology strategy. More executive-focused than HIMSS.	Executive IT strategy, peer benchmarking, enterprise buying models	<a href="https://chimecentral.org">https://chimecentral.org</a>
<b>AMIA</b>	Clinical / Scientific	Provider / Life Sciences	Deep insight into informatics, data science, analytics, AI, and academic medical center priorities that shape interoperability and clinical intelligence decisions.	Clinical data strategy, AI readiness, informatics credibility	<a href="https://amia.org">https://amia.org</a>
<b>ANIA</b>	Clinical	Provider	Strong perspective on nurse-led workflows, usability, frontline adoption, and change management – critical for clinical buy-in and scaling beyond pilots.	Clinical adoption, workflow fit, change management	<a href="https://www.ania.org">https://www.ania.org</a>
<b>AHA</b>	Operations / Executive	Provider	Direct insight into hospital and health system priorities, including staffing, financial pressure, patient access, throughput, quality, and operational performance.	Provider operations, executive priorities, health system strategy	<a href="https://www.aha.org">https://www.aha.org</a>

**FOR MORE INFORMATION**

Visit our website: <https://www.tdsynnex.com/na/us/td-synnex-public-sector/healthcare-resource-center/>

For additional information and questions, email: [healthcare@tdsynnex.com](mailto:healthcare@tdsynnex.com)



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<b>AHRMM</b>	Supply Chain / Procurement	Provider	Critical for understanding healthcare supply chain, value analysis committees, sourcing pathways, and how technology is evaluated, approved, priced, and contracted.	Procurement pathways, value analysis, contracting mechanics	<a href="https://www.ahrmm.org">https://www.ahrmm.org</a>
<b>HFMA</b>	Finance / Revenue Cycle	Provider	Strong view into healthcare finance, reimbursement, revenue cycle, margin pressure, cost justification, and ROI expectations that influence technology purchases.	Financial priorities, ROI messaging, revenue cycle, CFO perspective	<a href="https://www.hfma.org">https://www.hfma.org</a>
<b>ACHE</b>	Executive / Operations	Provider	Leadership-level view of strategic decision-making, financial tradeoffs, operational priorities, and performance goals at the health system level.	Executive mindset, leadership alignment, strategic priorities	<a href="https://www.ache.org">https://www.ache.org</a>
<b>AHIMA</b>	IT / Compliance	Provider	Insight into health information management, data governance, privacy, coding, interoperability, and information lifecycle management that influence IT and compliance reviews.	Data governance, privacy, compliance-adjacent workflows	<a href="https://www.ahima.org">https://www.ahima.org</a>
<b>AHLA</b>	Legal / Compliance	Provider / Payer / Life Sciences	Useful for understanding contracting friction, liability concerns, privacy issues, regulatory risk, and why legal and compliance reviews can slow healthcare deals.	Contracting realities, regulatory risk, vendor scrutiny	<a href="https://www.americanhealthlaw.org">https://www.americanhealthlaw.org</a>
<b>AHIP</b>	Operations / Finance	Payer	One of the most relevant associations for payer selling, focused on reimbursement models, policy, cost control, health plan operations, and payer economics.	Payer strategy, reimbursement models, policy impact	<a href="https://www.ahip.org">https://www.ahip.org</a>
<b>ACRP</b>	Clinical / Scientific	Life Sciences / Research	Useful for understanding clinical trial operations, evidence generation, research workflows, and regulatory pressures influencing research and innovation buying.	Clinical research operations, validation expectations, research workflows	<a href="https://acrpnet.org">https://acrpnet.org</a>
<b>RAPS</b>	Regulatory / Compliance	Life Sciences / MedTech	Relevant for life sciences, medtech, diagnostics, and regulated software sellers that need to understand regulatory submissions, audits, inspection readiness, and validation standards.	Regulatory pathways, compliance readiness, audit expectations	<a href="https://www.raps.org">https://www.raps.org</a>

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