



INFORMATICS PROFESSIONALS. LEADING THE WAY.



## Health System Membership:

YOUR PARTNER FOR  
INFORMATICS LEADERSHIP,  
INNOVATION, AND IMPACT

# Our Shared Mission: Advance Healthcare Through Informatics

DESIGNED TO SUPPORT ORGANIZATIONS THAT  
DELIVER, PAY FOR, OR OVERSEE HEALTHCARE OR  
PUBLIC HEALTH SERVICES

AMIA's Health System Membership empowers organizations and professionals across the health ecosystem to drive innovation, workforce development, and impactful transformation through strategic informatics.

## WHAT YOU GAIN

- **Connected Leadership.** Join a dynamic network of health system leaders united by shared challenges and forward-thinking solutions.
- **Collaborative Innovation.** Engage in member-led initiatives through the Health Systems Council—where solutions are created with you, not for you—in a trusted, non-competitive environment.
- **Organizational Outcomes.** Establish best practices, accelerate workforce development, improve patient care outcomes, and increase ROI through a community of expert-driven collaboration.

# Solve Health System Challenges, Together

## 01

### CHALLENGE 1:

#### ATTRACT AND RETAIN KEY INFORMATICS TALENT

Upskilling your workforce and competing for talent in a field with ever-evolving needs, yet little standardized training.

AMIA offers cutting-edge education and networking opportunities with leaders in the field.

## 02

### CHALLENGE 2:

#### DEMONSTRATE INFORMATICS ROI

Budgets are tighter than ever - new programs and tools must be stellar and show quick return.

AMIA empowers teams to apply informatics best-practices and implement impactful strategies for efficient informatics.

## 03

### CHALLENGE 3:

#### BUILD AN INNOVATION-READY TEAM

Informatics needs to **bridge academia and application and turn innovative ideas into practice** quickly and at scale.

AMIA connects through effective collaboration and shared knowledge.

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# Realize Health System ROI Through Informatics

AMIA provides the expertise, community, and foresight to navigate the rapidly evolving health informatics field with confidence.

Ethical AI implementation, data-driven decision-making, and personalized medicine demand new and intelligent strategies. Maximize your ROI and mitigate risks amidst constant technological advancement.



# Keith Woeltje

## Architecting Individual and Organizational Development

### MEMBER PROFILE:

// HEALTH SYSTEMS  
COUNCIL CHAIR

// CMIO, FROEDTERT, THEDACARE  
AND MEDICAL COLLEGE OF  
WISCONSIN

// AMIA MEMBER: **25+ YEARS**

**CHALLENGE:** Keith envisioned a true professional home for informaticists - one that supported individual growth and organizational collaboration across clinical and operational roles in a rapidly evolving healthcare landscape.

**AMIA SOLUTION:** As a Health Systems Member and Chair of the Health Systems Council, Keith is uplifting a dynamic and cross-disciplinary informatics community by strengthening knowledge exchange, fostering professional development, supporting operational staff, and realizing care improvements.



**I AM EXCITED AT THE OPPORTUNITY THE HEALTH SYSTEMS COUNCIL BRINGS TO BUILD UPON ITS HISTORY OF ACADEMIA, BUT BROADEN IT TO OPERATIONAL INFORMATICS STAFF LIKE TRAINERS AND NURSE INFORMATICISTS, TO HAVE A HOME FOR PROFESSIONAL DEVELOPMENT."**



# Empower Your Team with State-of-the-Art Health Informatics Education

AMIA supports your workforce's growth and development to match the pace of informatics.

- **Cutting-edge educational courses**, from entry-level to advanced, taught virtually by experts.
- **Comprehensive credentialing options** including informatics certification, CME-accredited courses, and Clinical Informatics Board Review Course (CIRBC).
- **Career advancement pathways** that support growth across all informatics disciplines.
- **Workforce development framework** designed to attract, retain, and upskill your entire workforce.
- **Flexible solutions** tailored to your budget and organizational needs.



# Esther Park

## Leveraging Education at Scale

### MEMBER PROFILE:

// NURSE AND DIRECTOR OF CLINICAL OPERATIONS

// AMIA MEMBER: 9 YEARS

// FQHC HEALTH SYSTEM MEMBER: 9 YEARS

**CHALLENGE:** Esther needed to rapidly train staff with no formal informatics background, all while building a department from scratch—on a limited budget. Proving ROI quickly was critical to sustaining the clinic’s operational and clinical goals.

**AMIA SOLUTION:** Through the Health System FQHC membership, Esther empowered nine staff members with AMIA education in the first quarter of 2025. Results showed accelerated informatics expertise, increased employee satisfaction, and a 100% retention rate over Esther’s four-year leadership.



**“WHILE DOCTORS CAN GET BOARD CERTIFIED IN INFORMATICS, NURSE PRACTITIONERS AND PHYSICIAN ASSISTANTS DO NOT HAVE A NATURAL PATHWAY. HAVING AMIA’S EDUCATIONAL COURSES TO BRING US UP TO SPEED IS INCREDIBLE. AND TAKING THEM VIRTUALLY BUT STILL HAVING ACCESS TO THE PROFESSORS MAKES LEARNING EASY.”**



# Come for the Science, Stay for the People

AMIA is the professional home for health informaticians at every level of the organization. Participation as a Health Systems member offers a unique network to your team.

- **Problem Solve** in a confidential, non-competitive environment.
- **Access Industry Leaders** at all organizational levels.
- **Forge Strategic Partnerships** through shared goals and innovative ideas.
- **Engage via Diverse Platforms** including conferences, special-interest working groups, online forums, and more.
- **Unify** a nationwide informatics community.



# Realize Efficiency, ROI, and Operational Impact

AMIA understands the business of informatics and empowers you to translate informatics into measurable results.

- **Implement business-focused informatics** by leveraging strategies with demonstrable ROI.
- **Drive purposeful innovation** that optimizes internal systems and external impact.
- **Maximize training investments** by quickly linking concepts to implementable solutions.
- **Optimize your workforce** and align talent with the right roles for growth.
- **Raise academic visibility** and showcase leadership and innovation through *JAMIA* and Oxford University Press publishing opportunities.



# Dr. Joel Gordon

## Bridging Patient Care Research & Practice

### MEMBER PROFILE:

// FAMILY PHYSICIAN AND CMIO

// UNIVERSITY OF WISCONSIN,  
SCHOOL OF MEDICINE &  
PUBLIC HEALTH

// AMIA MEMBER: 30+ YEARS

**CHALLENGE:** Dr. Gordon faced a critical lack of synergy between theoretical research and clinical implementation of health informatics, which limited care standardization and slowed progress in delivering consistent evidence-based care.

**AMIA SOLUTION:** Through AMIA's **robust resources and national collaboration network**, Dr. Gordon connected with informaticists across the country—transforming isolated research into standardized, practical care improvements that advanced both academic outcomes and real-world patient care.



**INFORMATICS PLAYS A CRUCIAL ROLE IN BRIDGING TECHNOLOGY IMPLEMENTATION WITH PRACTICAL HEALTH CARE OUTCOMES. AMIA AND ITS HEALTH SYSTEM MEMBERS UNDERSTAND THAT. THE MORE PARTNERS AVAILABLE TO COLLABORATE WITH, THE BETTER WE ALL BECOME."**



# Design Your Partnership with AMIA

WE'RE NOT JUST ANOTHER MEMBERSHIP, WE'RE YOUR PARTNER.



| HEALTH SYSTEM MEMBERSHIP LEVELS  | FQHC/CHC             | LEVEL 1              | LEVEL 2              | LEVEL 3              | LEVEL 4              |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|
| <b>Membership Fee</b>  | <b>\$2,500</b>       | <b>\$5,000</b>       | <b>\$10,000</b>      | <b>\$15,000</b>      | <b>\$25,000</b>      |
| Education Credits  | 15                   | 25                   | 50                   | 75                   | 125                  |
| AMIA Individual Membership for Informatics Leaders                       | 1                    | 1                    | 2                    | 3                    | 4                    |
| AMIA Conference Registration for Informatics Leaders                     | 1                    | 1                    | 1                    | 2                    | 2                    |
| AMIA Conference Registration Discount for Informatics Workforce Learners | 3                    | 5                    | 10                   | 15                   | 25                   |
| <b>Savings Compared to Regular Price</b>                                 | <b>Save \$10,518</b> | <b>Save \$14,959</b> | <b>Save \$27,712</b> | <b>Save \$42,671</b> | <b>Save \$67,777</b> |

## MEMBERSHIP ADD-ON

AMIA Individual Membership \$400 each

# Unlock Your Potential Through Strategic Innovation

HEALTH SYSTEMS THAT STRATEGICALLY INVEST IN INFORMATICS TODAY WILL LEAD HEALTHCARE INNOVATION TOMORROW.

## WHAT'S NEXT?

- 0.1 Schedule a customized membership consultation with our team.
- 0.2 Receive a personalized proposal based on your organization's specific needs.
- 0.3 Begin implementation with dedicated onboarding support.



RaeLynn Gochnauer,

**SENIOR VICE PRESIDENT  
OF MEMBERSHIP AND  
STRATEGIC DEVELOPMENT**

[rgochnauer@amia.org](mailto:rgochnauer@amia.org)



Kara Mathews,

**SENIOR MANAGER,  
MEMBERSHIP SEGMENTS**

[kmathews@amia.org](mailto:kmathews@amia.org)