

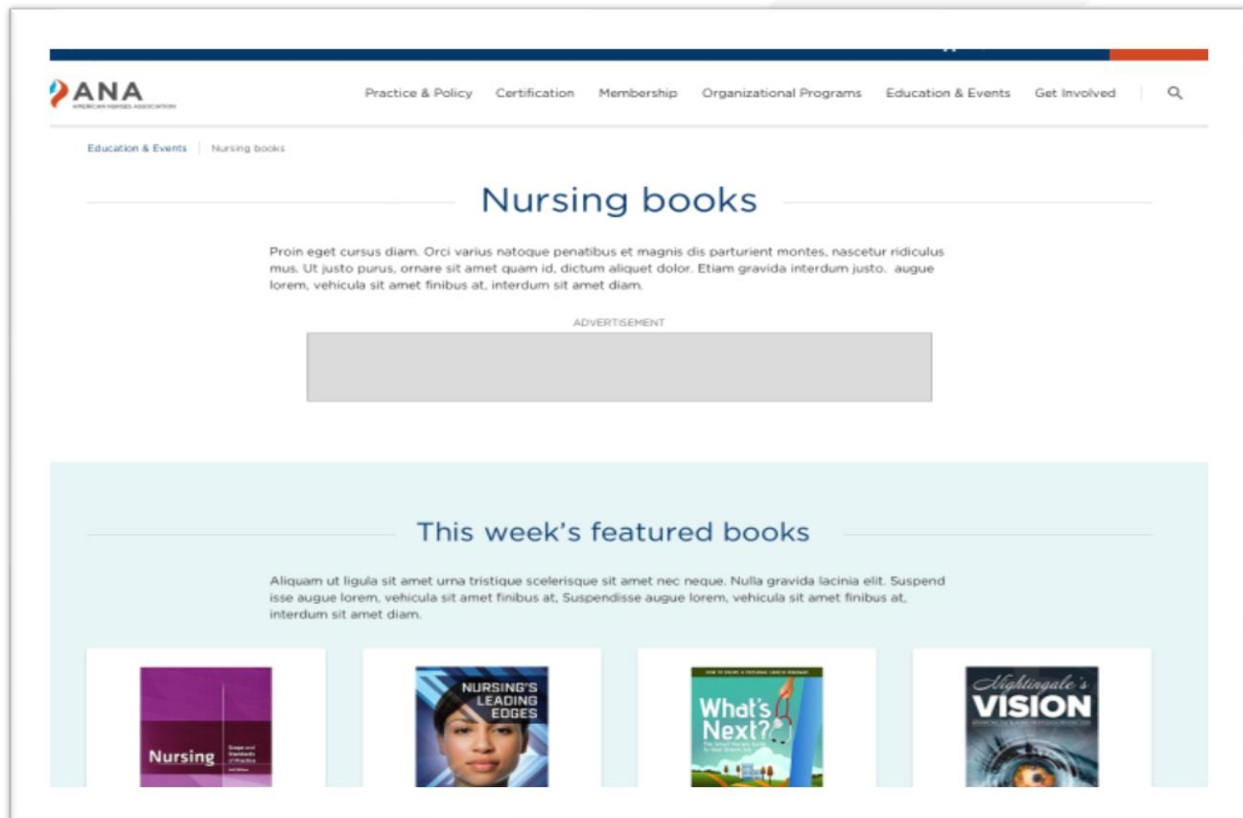
ANA Enterprise Sponsorship Opportunities

Nurses #1 Choice

This program surveys nurses on healthcare product categories to establish the highest quality, most recommended, and highest satisfaction for differing products based on direct responses from nurses. The results will be published and made publicly available to help healthcare providers, healthcare organizations, and patients make informed decisions. The highest-ranking products in those three areas will be given the opportunity to license the Nurses #1 Choice trademark for use in their marketing collateral to showcase that they are valued by nurses, as well as to highlight the influence nurses have on selecting healthcare products. The first set of results will be shared in 2019, and we will be looking to expand into different healthcare product categories annually.

Website Advertising

ANA's newly redesigned website – www.nursingworld.org/, will enable advertisers both Run of Site and Targeted advertising options to reach the millions of unique visitors that visit ANA's website. As of October 2018, companies that wish to reach the highly engaged nurses on ANA's site have had an opportunity to align their offerings with the ANA brand. Targeted advertising through attributes such as geographic, demographic, specialty, role, and healthcare settings will help advertisers to reach the right audience as well as provide over 30 Million opportunities for impressions on ANAs webpage every year.



RN Vital Signs Research Panel



INFOCUS Marketing is proud to announce the availability of the RN Vital Signs Research Panel

This exclusive partnership between the American Nurses Association and INFOCUS Marketing allows you to have direct access to a select group of engaged ANA members, former members, conference attendees, and product buyers.

This research panel of over 15,000 nurses who have opted to participate in this program will help healthcare companies to gain valuable insight and feedback directly from nurses quicker and more efficiently than traditional market research.