

## American Hospital Association Launches Interactive Marketplace



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With the launch of AHA SmartMarket™ intelligent information sharing and purchasing has taken a leap forward, according to the American Hospital Association. Designed to connect health professionals with each other and vendors, AHA SmartMarket™ is an interactive marketplace where health professionals can search on services and products, review and rate product performance and collaborate with trusted peers and experts.

Rich Umbdenstock, AHA president and CEO remarked that as nobody knows more about the products and services used by healthcare professionals than other healthcare professionals, AHA SmartMarket is a unique way for professionals to continue learning from one another – the people they trust the most.”

Developed with input from health professional leaders and vendor experts, users of AHA SmartMarket users can:

- Find solutions for healthcare challenges;
- Carry out side-by-side product comparisons;
- Review and rate products/services that have worked for their facility, and look at reviews and ratings from peers;
- Discuss with peers successes achieved and efficiencies gained.

Anthony J. Burke, AHA senior vice president and AHA SmartMarket president and CEO noted, “Ultimately, we want to strengthen the alignment and collaboration between healthcare providers and the vendor partners that support them.”

AHA SmartMarket is a free service to healthcare professionals working in hospitals, health care systems and similar care provider settings such as physician’s offices, long-term care facilities, surgical centers, outpatient clinics and ambulatory care centres.

Source: American Hospital Association  
Image source: freeimages.com

Published on : Tue, 22 Jul 2014