## Justification Letter to Supervisor

Dear [MANAGER’S NAME],

The Society for Health Care Strategy and Market Development (SHSMD) of the American Hospital Association (AHA) is the leading membership group for health care strategy professionals in roles specific to marketing, digital engagement, communications, strategic planning, and business development. With about 3,700 members, SHSMD offers a variety of professional development opportunities for those employed in our field to expand their skills and network with peers across the country and abroad.

I am dedicated to bringing new ideas and best practices to our organization and broadening my expertise – and SHSMD can help me achieve that. I would like to request a one-year membership. The annual fee is [MEMBERSHIP FEE].

As a member of SHSMD, I will have access to [complimentary webinars](https://www.shsmd.org/education/shsmd-education-calendar) taught by leading experts, [eLearning courses](https://www.shsmd.org/education/digital-badge-certificate-programs) to dive deeper into different topics in health care strategy, and [over 600 resources](https://www.shsmd.org/resource-library), such as reports, blogs, white papers, podcasts, and articles. I will also receive reduced rates on SHSMD’s products and events, including their annual conference and exhibition, as well as stay informed about the rapidly changing health care environment via members-only [e-newsletters](https://www.shsmd.org/news/newsletters) and content.

SHSMD’s membership is a great way to connect with a vibrant community of health care strategy professionals committed to shared learning and the advancement of the field.

I hope that you see the importance in investing in SHSMD membership; I will take advantage of all the [benefits](https://www.shsmd.org/membership) that SHSMD has to offer to ensure that we get the full value of this opportunity.

More information about SHSMD is available at [www.shsmd.org](http://www.shsmd.org).

Thank you for considering this opportunity for my professional development.

Sincerely,