

Council of Business Advisors (CoBÁ)

WHY CoBÁ?

The National Association of Hispanic Nurses (NAHN) community of thought leaders includes its CoBÁ members, who are front-line and direct partners with NAHN's leadership and members in the organization's advocacy and education efforts directed at improving the health of Latinos, the fastest growing demographic group in the U. S. CoBÁ plays a critical role in:

- helping identify Hispanic health trends and issues for NAHN to address
- making recommendations on policy and programs that merit monitoring and action by NAHN
- facilitating engagement with potential partners

MISSION

The mission of the NAHN CoBÁ is to advise and support NAHN in developing mutually beneficial relationships with global and national corporations, government entities, organizations, foundations and other appropriate partners. The CoBÁ collaborates with the leaders of NAHN's Board of Directors to fulfill the group's mission - to advance the health in Hispanic communities as well as lead, promote, and advocate for the educational, professional, and leadership opportunities for Hispanic nurses.

IF YOU ARE AN ORGANIZATION THAT:

- Employs nurses that serve Hispanic communities or seeks to increase the number of Hispanic healthcare professionals you employ;
- Is interested in educating the nurse leaders of the future or hiring diverse nursing educators;
- Is committed to supporting improvements in Hispanic health or have a specific focus on Hispanic consumers;
- Offers products or services for addressing healthcare challenges faced by Hispanics;
- Offers products or services that increase the effectiveness of Hispanic healthcare professionals;
- Researches Hispanic health issues and develops appropriate response

THEN CONSIDER JOINING CoBÁ TODAY! YOUR BENEFITS:

- Collaborate at the strategic-level with the NAHN Board of Directors on business challenges and opportunities within the healthcare industry, nursing profession and Hispanic community that may impact NAHN
- Improve the lives of Hispanic nurses and the Hispanic community by aligning with other corporate sponsors to further the mission and vision of NAHN
- Strengthen ties with other major corporate sponsors while working in synergy with NAHN to advance the health of Hispanic communities and lead, promote and advocate the educational, professional, and leadership opportunities for Hispanic nurses.
- Serve as an ambassador of NAHN.

Companies wishing to join CoBÁ:

- Must participate in CoBÁ meetings and activities
- Must be a NAHN Silver Corporate Member or above
- Must be a NAHN sponsor (minimum annual investment of \$15,000) and pay annual dues

Visit www.nahnnnet.org to learn more about CoBÁ.

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Since 1975, the National Association of Hispanic Nurses (NAHN) is the nation's leading professional society for Hispanic nurses. With more than 5,000 members and community participants in 44 local chapters, NAHN, a 501(c)(3) non-profit, is the voice of more than 180,000 Hispanic nurses across the United States. We are committed to improving Hispanic health by addressing and advocating for improvements in health disparities with a united voice. NAHN addresses the largest healthcare challenges facing Hispanics using healthcare professionals who uniquely understand the challenges to providing better healthcare to America's Hispanic community.

The Council of Business Advisors (CoBÁ) is comprised of industry-leading organizations who seek to unite in a special way their voices with NAHN members to improve Hispanic health through advocacy and National and local action.

**Contact us at info@thehispanicnurses.org or
919-573-5443 to learn more about NAHN and CoBÁ.**