



Accelerating Innovation.
Defining Digital-First Care.
Scaling Modern Care Models.



ATA: The Catalyst for Modern Care

The ATA is recognized as a catalyst for advancing clinical guidelines, policy leadership, education, and evidence frameworks that accelerate high-quality, technology-enabled care. We unite the full healthcare ecosystem to accelerate innovation, reduce fragmentation, scale digital health and virtual care models, and drive system-wide transformation.

Together with our member community, the ATA is transforming how care is delivered, today, and for what comes next, setting the standard for whole-person, technology-enabled care through:

- Digital-first and hybrid care models
- Virtual care—broadly defined across settings and acuity
- AI-enabled and connected care solutions
- Scalable, sustainable models for modern care delivery

Where the Entire Ecosystem Comes Together

The ATA harnesses the collective expertise of healthcare's most influential stakeholders to develop guidance, align priorities, and move the field forward.

- Health systems, hospitals & academic medical centers, and provider organizations
- Technology innovators
- Life sciences & device companies
- Payers
- Professional services, investors, and policy leaders

ATA Center of Digital Excellence (ATA CODE)

Where top health systems and digital health leaders collaborate to develop real-world insights, best practices, and operational evidence that improve access, streamline operations, and enhance patient and clinician outcomes.

Special Interest Groups (SIGs)

ATA SIGs are member-driven communities focused on specific domains of digital care — from clinical specialties to policy, research, and emerging technologies.

ATA Member Connection

ATA's member-only online community, where digital health leaders connect to share expertise, swap ideas, spark innovation, and solve challenges.

Mission

To lead the advancement of virtual care and digital health by serving as a member-driven catalyst for innovation, policy leadership, and collaboration to create better outcomes for patients and a more sustainable system for clinicians.

Your Advantage Starts with ATA

- Thought leadership shaping care delivery
- Meaningful peer and partner connections
- Education and evidence-based resources
- Targeted engagement through SIGs
- Year-round access to ATA Resources and Market Intelligence

Policy & Advocacy Leadership

Together, the ATA and ATA Action ensure that innovation, policy, and practice move forward — in sync.

ATA (501(c)(3) 

Collaboration. Evidence. Clinical Guidelines. Education. Connections.

ATA Action (501(c)(6) 

Lobbying and Policy Advocacy. Watchdog. Change-Maker.



Sets the policy vision for both the ATA and ATA Action



Addresses barriers to telehealth and virtual care adoption



Collaborative problem-solving and guidance

ANNUAL CONVENINGS:





The Value of ATA Membership

ATA membership supports the full spectrum of leaders shaping digitally enabled care, from strategy and policy to execution at scale.



Membership Levels & Benefits



LEVEL 5 ————— \$30,000 Annually

Engagement & Access

- Unlimited employee participation across the Member Connection online community & ATA SIGs
 - Priority access to councils, collaboratives, advisory work, and special initiatives
- ATA-facilitated peer introductions and networking
- Annual private briefing with the ATA Policy team
- ATA leadership presentation at a private event

Conferences & Recognition

- 5 ATA NEXUS passes; 3 EDGE Policy Conference passes
- Recognition at ATA NEXUS and ATA EDGE conferences
- Logo featured on the ATA website

Thought Leadership & Content Package

- Video spotlighting your organization and/or innovation
- Featured blog post on a key initiative/program
- Additional thought leadership blog post on a topic of your choice
- Amplify whitepapers, case studies, reports, recordings, and more
- Opportunities for press interviews and speaking engagements



LEVEL 4 ————— \$20,000 Annually

Engagement & Access

- Participation for up to 30 employees across the Member Connection online community & ATA SIGs
- ATA-facilitated industry introductions

Conferences & Recognition

- 3 ATA NEXUS passes; 2 EDGE Policy Conference passes
- Recognition at ATA NEXUS and ATA EDGE conferences

Thought Leadership & Content Package

- Thought Leadership blog post on a topic of your choice
- Amplify whitepapers, case studies, reports, infographics, recordings, and more



LEVEL 3 ————— \$15,000 Annually

Engagement & Access

- Participation for up to 19 employees across the Member Connection online community & ATA SIGs

Conferences

- 3 ATA NEXUS passes; 1 EDGE Policy Conference pass

Thought Leadership & Content Package

- Amplify whitepapers, case studies, reports, infographics, recordings, and more



LEVEL 2 ————— \$8,000 Annually

Engagement & Access

- Participation for up to 9 employees across the Member Connection online community & ATA SIGs

Conferences

- 2 ATA NEXUS passes; 1 EDGE Policy Conference pass



LEVEL 1 ————— \$2,500 Annually

Level 1 membership is for startups, early-stage companies, and small practices (<10 employees).

Engagement & Access

- Participation for up to 2 employees across the Member Connection online community & ATA SIGs

Conferences

- 1 ATA NEXUS conference pass

Tailored Value for Every Stakeholder

Health Systems, AMCs & Hospitals

- Best practices and implementation guidance
- Peer learning and executive collaboration
- Policy leadership impacting care delivery

Smaller Provider Organizations

- Practical education and scalable models
- Policy support and advocacy representation
- Access to expertise typically out of reach

Solution Providers

- Direct engagement with health system leaders
- Thought leadership and visibility
- Insight into real-world clinical and operational needs, and market intelligence

Pharma & Life Sciences

- Policy and regulatory insight
- Collaboration on care models and evidence
- Engagement across the care continuum

Professional Services, Investors & VCs

- Market intelligence and policy foresight
- Access to innovators and decision-makers
- Ecosystem-level perspective

Payers

- Value-based and virtual care alignment
- Policy insights impacting coverage and reimbursement
- Collaboration to advance cost-effective, high-quality care

POWER IN NUMBERS

375+ member organizations

80% of largest providers



HOW TO GET INVOLVED



MELISSA PARK
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americantelemed.org/membership