

AHA PRICE INCREASE FAQs

Price Increase Coming July 1

What product SRPs will be increasing?

Suggested retail prices (SRPs) for Domestic and International ECC Training Materials (both print and digital) will be increasing July 1, 2022. Please see the full product and price list for details.

How much will product SRPs be increasing?

Product SRPs will be increasing anywhere from 5-15%.

When are product SRPs increasing?

Suggested retail prices (SRPs) for Domestic and International ECC Training Materials (both print and digital) will be increasing July 1, 2022.

Why are product SRPs increasing?

While there is no one overarching reason for the upcoming increases, many factors have affected the need to adjust pricing, including increased shipping and printing costs for printed materials and increased technology/digital development expenses for eLearning, eBooks, and eCards over the last few years.

Why am I being notified about the price increase now?

Both the American Heart Association and WorldPoint are glad to be able to provide you as much advance notice of these increases as possible for your planning and budgeting purposes.