



April 4 @ The Tech Museum of Innovation

HIMSS NorCal 2017 ePatient Summit

April 4, 2017, 8:00 AM - 5:30 PM

The Tech Museum of Innovation, San Jose, CA

Sponsorship Program

HIMSS Northern California chapter in collaboration with El Camino Hospital and the Tech Museum of Innovation is pleased to invite you to the annual ePatient Summit in San Jose, CA to discuss the themes of *Consumerism, Patient Participation and Partnership, and Patient Experience*.

On **4th April 2017**, join patients, healthcare leaders, experts, and innovators as they weight in on new consumer-driven approaches in healthcare and discuss all the “things”—tools, tactics, and themes—that you must carve out to meet the rising consumer demands for choice, convenience, and experience.

The full-day event is strategically organized into two tracks to address the positioning of patients both as **consumers** and as **partners**.

The agenda includes thought provoking:

- **Keynotes:** Discover actionable takeaways to build both a 21st century consumer strategy and an exceptional patient experience
- **Interactive breakouts:** See real-world case studies of applied consumer-centric approaches and participate in “design thinking” and “making” workshops to learn how YOU too can “create human-centered solutions for real healthcare challenges.
- **Plenary sessions:** Take a look at emerging innovations that are driving new types of patient partnerships, and hear from ePatients as they share their experiences – some good and some stupendously ugly – but all of them instructive in offering insights into what’s working and what’s not resonating with the patient community.
- **Exhibits:** A host of solution providers will be in attendance to showcase emerging innovations and their leading-edge services.

Eager and impatient about helping our industry adopt a “consumer-centric” approach to delivering wellness and care? Want to be in front of a large and engaged group of leaders who share the same passion as you?

That's precisely what you'll get by becoming a Strategic Sponsor at our 2017 ePatient Summit!

HIMSS NorCal invites you to join us as a key partner of our 5th ePatient Summit to be hosted at the Tech Museum of Innovation on April 4, 2017. Our sponsorship opportunities provide exclusive marketing solutions designed to elevate your brand and deliver results. You will have direct access to over 200 conference participants from leading provider organizations, solution providers, and the startup community.

We have expanded our sponsorship benefits this year to maximize impact for your support and investment. While **our exhibit stalls are all sold out**, we have some exciting opportunities still available, including session and workshop sponsorships.

To sponsor, please refer to our [Event Agenda](#) for more information about the program and contact our Sponsorship Chair **Nick Steinbach** at norcal.sponsor@himsschapter.org.

Session and Workshop Sponsorship Solutions

As one of our session or workshop sponsors, your passion and support for thought leadership and industry advancement won't go unnoticed. We have several content sponsorship opportunities available, each exclusively supporting a unique topic / aspect of the program agenda to position you as the top-of-mind visible partner.

For detailed session descriptions, learning objectives, and speaker info, please take a look at the program agenda on our website. <http://norcal.himsschapter.org/event/2017-epatient-summit>

Morning Track: Patients as “Consumers”	Keynote (one available) \$1500	Session (multiple available) \$1000	Breakout Track (multiple available) \$750
Company logo on website and agenda materials	X (prominent placement)	X	X
Sponsor acknowledgement during introduction of the segment	X	X	X
Company logo displayed on event introduction slide and on sponsor recognition signage	X (prominent placement)	X	X
Place company materials and business cards on the attendee roundtables		X	X
Complimentary ticket to event	1	1	1
Exclusive access to speakers dinner on previous evening	X		

Morning Keynote:

Creating Delightful Consumer Experiences: What Can Healthcare Learn from Other Industries?

Session 2:

The Health Care Business Case for Competing on Consumer Experience

Parallel Breakout Tracks:

The following “town hall” styled breakout tracks are designed to give attendees a closer look at business models, real-world approaches, and tools meeting the health care consumer’s growing demands for choice, engagement, and experience.

Breakout Track 1 Theme: Convenience and Access

Case studies on Virtual visits, Same day appointments, Scheduling, and Employee wellness

Breakout Track 2 Theme: Transparency and Service

Case studies on Pricing transparency, OpenNotes and MDRatings, and Service experience

Breakout Track 3 Theme: Building Durable Relationships

Case studies on Care coordination, Personalization, and Relationship management

Session 3:

How to Design a Consumer Strategy That's Right for Your Organization?

For detailed session descriptions, learning objectives, and speaker info, please take a look at the program agenda on our website. <http://norcal.himsschapter.org/event/2017-epatient-summit>

Afternoon Track: Patients as “Partners”	Keynote (two available) \$1300	Session (one available) \$1000	Breakout Track (multiple available) \$1000
<i>Company logo on website and agenda materials</i>	X (prominent placement)	X	X
<i>Sponsor acknowledgement during introduction of the segment</i>	X	X	X
<i>Company logo displayed on event introduction slide and on sponsor recognition signage</i>	X (prominent placement)	X	X
<i>Place company materials and business cards on the attendee roundtables</i>		X	X
<i>Complimentary ticket to event</i>	1	1	2
<i>Exclusive access to speakers dinner on previous evening</i>	X		

Afternoon Keynote:

Patient Driven Innovation, Design Thinking, and the Maker Movement

Parallel Breakout Workshops:

The following workshop breakout tracks are designed to give attendees a hands-on opportunity to learn how participatory approaches such as Maker Movement and Design Thinking can be used to innovate in health care delivery.

Breakout 1: “Making” Workshop by Maker Therapy

Breakout 2: “Design Thinking” Workshop by Mad*Pow

Breakout 3: “Design Thinking” Workshop by IDEO—UNAVAILABLE

Session 6:

Changing the Conversation: How Patient Preferences Can Transform the Physician-Patient Consult

Closing Keynote Panel:

Patient Forum is the vibrant closing keynote panel session featuring three vocal ePatients and moderated by a Patient Advocate (Sarah Krug from the Society for Participatory Medicine). They will share their personal journeys navigating the health care system, highlight unmet needs, and filter the universe of shiny things to weigh in on the emerging approaches resonating with the patient community.

Additional Sponsorship Opportunities:

Whether it's underwriting the event as our Lunch or Networking Sponsor, hosting a coffee break, or sponsoring parking or WiFi for our attendees, your support and the support of other like-minded organizations are critical in ensuring ePatient Summit's success.

Please consider the following opportunities to extend your valuable support:

Lanyard Sponsor \$1000

As our lanyard sponsor, your brand will be always close to the attendees' hearts.

- High-profile, exclusive opportunity to promote brand awareness. Put your company logo on every conference attendee! We will distribute your lanyard with every conference badge.
- Company logo on event website and onsite Sponsor Recognition signage
- One event registration
- Receive attendee list - name, title, company (no contact information included)
- The Sponsor must ship lanyards to the venue to arrive prior to the event
- Any extra lanyards will be given to the sponsor at end of event

Wireless Internet Sponsor \$500

A unique way to "connect" with attendees and enhance their event experience:

- Company logo on event website and onsite Sponsor Recognition signage
- One event registration

Breakfast Sponsor \$1000

Give attendees a healthy start to conference day with your branded breakfast and morning coffee.

- Your representative will have a unique opportunity to welcome the attendees to the event and make new contacts
- Company logo recognition on breakfast station
- Opportunity to provide napkins with logo (sponsor to provide branded napkins)
- Company logo on event website and onsite Sponsor Recognition signage
- One event registration

Lunch Sponsor \$3000

Gain visibility during critical lunch networking. Branded signage will remind participants of your hospitality and sponsorship.

- Company name recognition during the lunch announcement
- Company logo recognition on food station/lunch menu during the lunch hour
- Opportunity to provide napkins with logo (sponsor to provide branded napkins)
- Company logo on event website and onsite Sponsor Recognition signage
- Two event registrations

Coffee Breaks \$500

Morning and afternoon Coffee Break sponsors receive incredible brand exposure and onsite promotion during the refreshment break sponsored. Attendees will appreciate your contribution to their energy boost with the coffee, tea and other beverages and snacks available.

- Company name recognition during the break announcement
- Company logo recognition on Coffee station
- Opportunity to provide branded coffee cups (sponsor to provide branded cups)
- Opportunity to provide napkins with logo (sponsor to provide branded napkins)
- Company logo on event website and onsite Sponsor Recognition signage
- One event registration

Networking Reception Sponsor \$3000

Headline the special, social event of the ePatient Summit, held 5:30 pm onwards. All speakers, attendees, and exhibitors are invited for hors d'oeuvres, wine, and more. Branded signage will remind participants of your hospitality and sponsorship.

The reception is being held in a truly unique museum space which allows attendees to experience the evolution of medical technologies and their impact on healthcare. Among the exciting exhibits of the "Innovations in Health Care" space presented by the El Camino Hospital is "Anatomage" -- the world's first virtual dissection table embedding a 3D interactive digital human cadaver! And yes, you can certainly check it out!

- Company signage displayed prominently in networking reception area
- Opportunity to provide napkins with logo (sponsor to provide branded napkins)
- Company logo on event website and onsite Sponsor Recognition signage
- Enhanced position in a "countdown to the event" email (date TBD by chairs)
- Table and space provided for placing sponsoring organization's collateral
- Two event registrations

Parking Sponsor \$1500

A unique way to enhance over 200 attendees' event experience in a way that will be remembered during and after the event:

- One event registration
- Parking sponsor provided special acknowledgement during opening remarks
- Company logo on event website, parking signage, and onsite Sponsor Recognition signage
- Enhanced position in a "countdown to the event" email (date TBD by chairs)

Ready to sponsor?

Send an email to **Nick Steinbach** at norcal.sponsor@himsschapter.org to check availability. Once confirmed, he will arrange an electronic invoice to be delivered via email that can be paid by credit card or printed and processed with a check, if your organization requires. He will also work with you to secure your complimentary registrations, obtain your logo and prepare you for what to expect on the day of your event.

Haven't found what you were looking for?

Let us work with you to craft a solution that aligns with your marketing objectives and budget. Contact our Sponsorship Chair **Nick Steinbach** at norcal.sponsor@himsschapter.org.