



Partner & Sponsor Program Guide

01 | ONE premier association for improving the field of Population Health

03 | THREE Corporate Partner options — each with extensive, customizable benefits

05 | FIVE sponsorship levels to maximize event budgets and investments

Your access to the decision makers in Population Health



The premier Association for improving population health

ABOUT POPULATION HEALTH ALLIANCE

Population Health Alliance (PHA), a corporate 501(c)6 nonprofit organization, is the only multi-stakeholder professional and trade association solely focused on population health management. It represents stakeholders across the healthcare ecosystem (e.g., health systems, health plans, employer solutions, academia, biopharma, and technology companies) that seek to improve

health outcomes, optimize the consumer and provider experience and drive affordability.

With more than 25 years of dedication to advocacy, coalition and network building, education, quality improvement, and research, the Association has led members and partners in raising the importance and value of PHA's Population Health

Management Framework and resultant models as critical components of healthcare transformation.

PHA believes that a healthcare system able to systemically and continuously innovate the principles of population health improvement will achieve measurably better health outcomes for all individuals and populations.



"Attending the Population Health Alliance Innovation Summit for the first time was a truly incredible experience! I am so appreciative of the opportunity to connect and engage with a diverse array of thought leaders, all passionately focused on delivering value-based healthcare and addressing gaps in care. The wealth of knowledge shared and the inspiring discussions that took place created a learning experience that was both insightful and deeply rewarding. Highly recommended!"

- Dante Salvetti

Head of Commercial Access | EyeNuk

Be the change. Be involved.



Join us in advancing the imperatives that affect us all with your support of timely and relevant initiatives.

PHA has shaped the profession as the premier association for improving population health, working for essential policy improvements since its inception. That means immeasurable dedication for nearly a quarter of a century of advocating for meaningful policies and purposeful healthcare transformation. But we're not alone in these efforts. You, and organizations like yours, have helped escalate PHA's efforts and elevate the profession and its forward-thinking goals.

Now's the time to take advantage of the decades of work completed on your behalf to further the mission toward healthcare excellence. Make the strategic move to include Population Health Alliance in your plans for 2024. Following are multiple opportunities to make the most of your partnership, sponsorship, and event budgets.

Corporate Partnerships

Each level of Corporate Partnership receives an annual membership, a \$20,000 value — and a digital badge indicating Partner level for full use on Partner's website and materials. All partnership levels also include the benefits enjoyed with an executive-level sponsorship.



PLATINUM | \$75,000

- **Custom Initiatives:** Work with PHA to design up to two initiatives focused on an emerging industry issues most impactful to your business. Your options for deployment include available vehicles such as thought-leader publications, educational tools, or webinars and podcasts.
- **Recognition Perks:** Meet quarterly with PHA's Executive Director to define how to best maximize your investments, fine-tuning each throughout the year. Enjoy recognition as a strategic partner for 12 months on PHA's website, social media, and newsletters. Receive an invitation to present to the BOD at one meeting.
- **Annual Event Upgrade:** Receive ten executive-level complimentary registrations and a speaking opportunity at the Innovation Summit. Participate in a post-conference interview promoting the event's success, broadcasted by PHA for two months following the event.
- **Advertising:** Receive one full-page advertorial in the *Population Health Journal*.

GOLD | \$50,000

- **Custom Initiative:** Collaborate on one co-developed and co-marketed webinar.
- **Recognition Perk:** Meet with PHA's Executive Director three times a year to define how to maximize your investment, fine-tuning each throughout the year. Receive recognition as a strategic partner for 12 months on PHA's website, social media, and newsletters.
- **Annual Event Upgrade:** Receive four executive-level complimentary registrations and a speaking opportunity at the Innovation Summit. Participate in a Summit roundtable in a focused area of interest.
- **Advertising:** Receive one half-page advertorial in the *Population Health Journal*.

BRONZE | \$25,000

- **Recognition Perk:** Meet twice a year with PHA's Executive Director to fine-tune the efficacy of your investment. Receive one year of recognition as a strategic partner on PHA's website, social media, and newsletters.
- **Annual Event Upgrade:** Receive two executive-level complimentary registrations at the Innovation Summit. Introduce a prominent speaker at the event in a focused area of interest.

Additional sponsorship opportunities are available for the Innovation Summit. Please read on, then contact PHA at staff@populationhealthalliance.org to customize a unique package that works best for your desired reach and goals.



Plan to Attend!

**INNOVATION AND
ADOPTION SUMMIT**
Decision-Makers Connect

OCT 23-24, 2024

TOP OF THE HILL | WASHINGTON, DC



Corporate Sponsorships

PHA's Innovation Summit convenes impressive healthcare executives and leading health policy analysts for two days of education and networking with peers across the country. PHA's annual membership meeting presents population health's powerful path forward for success in improving health outcomes, driving affordability, and presenting participants with capabilities and networking opportunities to strengthen and grow their businesses.

- Inspiring keynotes
- Sponsor showcase
- Roundtable office hours with the Association's esteemed Board of Directors

EXECUTIVE SPONSOR | \$20,000

As an Executive Sponsor, your highest and most visible level of sponsorship provides the opportunity to introduce keynote, lunch, or a closing session speaker, while facilitating the end-of-session Q&A. Showcase your company and its leadership in front of population health and wellness executives and allied professionals. Exclusive marketing benefits, pre-event multimedia, and complimentary registrations are included.

PREMIER SPONSOR | \$10,000

Host the Tuesday evening reception following PHA's Board Meeting on October 24, 2024 and receive recognition in all scheduling and marketing materials. Plus, you can address attendees, provide branded cocktail napkins, and enjoy signage recognition at the reception.

ELITE SPONSOR | \$7,500

As an Elite Sponsor, you can introduce a panel discussion, contribute thought leadership materials in the attendee welcome packet, and showcase your commitment to a chosen topic in pre-event multimedia. This level of sponsorship also includes the opportunity to sponsor a breakfast or lunch.

SIGNATURE SPONSOR | \$5,000

When your organization sponsors the PHA Innovation Summit at the Signature level, you can sponsor a refreshment break. Other opportunities for showcasing your organization include working with PHA to develop and provide your logo on items such as tote bags, lanyards, water bottles, or items of similar value.

CHAMPION SPONSOR | \$2,500

Become a Champion Sponsor and receive recognition in marketing materials and throughout the program reaching those decision-makers within the population health sector.



2024 SUMMIT SPONSOR BENEFITS

Year-long Corporate Partnership packages are available that include event upgrades.

BENEFIT	EXECUTIVE \$20,000	PREMIER \$10,000	ELITE \$7,500	SIGNATURE \$5,000	CHAMPION \$2,500
Included in pre- and post-event marketing	✓	✓	✓	✓	✓
Complimentary registration(s)	UP TO 10	4	3	2	1
Logo recognition on the agenda and registration website, onsite signage and event slides	✓	✓	✓	✓	✓
Facilitate Q&A for designated sponsored session	✓	✓	✓		
Opportunity to contribute materials to the welcome packet	✓	✓	✓	✓	
Sponsor keynote, networking lunch, or closing session	✓				
Sponsor welcome reception and opportunity to address attendees		✓			
Sponsor panel discussion			✓		
Sponsor a break or lunch			✓		
Opportunity to provide items for attendees {or} sponsor a break				✓	



“Population Health Alliance is a tremendous organization that uniquely brings industry thought leaders together in an intimate and personal setting. Navigating and scaling population health programs that truly improve community health is complicated on your own. PHA exists to cultivate end-to-end solutions for all stakeholders to demonstrate positive change with important topics, such as – accountable and value-based care, social drivers of health, AI, and senior care. I highly recommend healthcare companies to join PHA and become a change agent of population health.”

- Justin L. Neece
CEO | I2i Population Health



LOOKING FOR MORE?

Let's work together to customize an exclusive package to uniquely raise visibility tailored for your organization.

CONTACT:

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Cancellations: PHA will work with you on replacement opportunities where appropriate.