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# Hospital & Physician Relations

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## An Executive Summit

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October 25–27, 2010

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Camelback Inn  
A JW Marriott Resort & Spa  
Scottsdale, AZ



# SPONSOR PROSPECTUS



**forum** FOR HEALTHCARE STRATEGISTS

# An Executive Summit on Successful Hospital & Physician Relationship Strategies

## Be Recognized as a Leader

Today, strong relationships between hospitals and physicians are more important than ever. The passage of the Patient Protection and Affordable Care Act, coupled with ongoing pressures related to reimbursement, quality and price transparency, competition, and a struggling economy, heightens the need for hospitals and physicians to collaborate, with the goal of improving clinical, operational, and financial performance.

This Summit is the premier opportunity for hospital and physician leaders to share “best practices” and strategies for developing win-win relationships. Be a part of this exciting, cutting-edge educational event.

## You're an Important Part of the Summit

The sponsors are of great importance to the overall success of the Summit. Sponsorship is limited, so your efforts will have maximum visibility.

## As a Sponsor You'll Receive:

### Networking Opportunities

The conference provides ample opportunity for maximum exposure to prospective clients.

### Virtual Sponsors

All sponsors will be listed on the Forum's Web site, [www.healthcarestrategy.com](http://www.healthcarestrategy.com); the listing will include a short description of your company and a direct link to your Web site. Sponsors at the \$3,000 level or above will also be listed on all email blasts for the Summit.

### Complimentary Registrations/Client Discounts

One waived registration fee with sponsorships over \$3,000, or two waived registrations with sponsorships of \$5,000 or more, give your staff access to networking opportunities and approximately 24 cutting edge sessions. Plus, sponsors at the \$3,000 level or higher have the opportunity to offer \$100 discounts to clients.

### Prospecting List

Two mailing lists, one of pre-Summit registrants and one of post-Summit attendees, allow you to communicate with prospective clients. These lists are only available with sponsorships of \$3,000 or more.

### Online Product and Service Guide

An online posting of sponsors, including product and service information, will be available to attendees.

## Who Will Attend

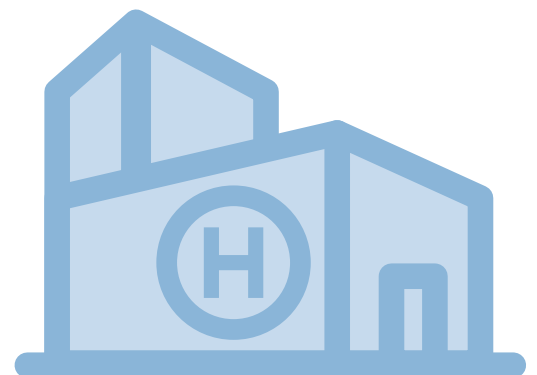
The Summit has been designed for leadership teams from hospitals and healthcare systems including the following individuals:

- CEOs/COOs
- Chief Medical Officers
- Physician Leaders
- Chief Financial Officers
- Chief Strategy Officers
- Healthcare Attorneys
- Business Development Executives
- Board Members
- Physician Relations Executives



**forum** FOR HEALTHCARE STRATEGISTS

The **Forum for Healthcare Strategists** was established in 1996 by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. The Forum provides networks of communication and support, as well as opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care.



# Sponsorship

A range of opportunities is available to increase your company's visibility. Don't miss the chance to be part of this unique and valued educational summit.

## Major Sponsor **\$5,000**

- Name appears prominently on the front cover of brochure, along with the Forum for Healthcare Strategists
- Name and link to Web site appear on all email blasts for the Summit
- One Sponsorship Opportunity included
- Two Summit waived registrations
- Copy of Summit attendee listing
- Opportunity for \$100 client discounts

## Sponsorship Opportunities

### Track Sponsorships (3 days) **\$3,500**

Track sponsors have the opportunity to introduce the sessions in their track.

**Track 1** Hospital/Physician Collaboration:  
Focus on ACOs and Clinical Integration

**Track 2** Maximizing Organizational Models

**Track 3** Medical Staff Development, Growth, and Leadership

## Special Events

Opening Reception (Monday evening)	\$4,500
Tuesday Networking Breakfast	\$4,500
Tuesday Lunch	\$6,000
Tuesday Reception	\$4,500
Coffee Break	\$2,000

### Keynote/General Session Speakers

Sponsors can introduce the sessions.

Monday Afternoon Keynote	\$3,500
Tuesday Morning Keynote	\$4,000
Wednesday Morning Keynote	\$3,500

## Promotional Opportunities

Sponsorship includes sponsoring company's logo on product.

CD-ROM with audio and handouts	\$5,000
Summit Flash Drives	\$5,000
Book Bags	\$4,500
Badge Cords	\$3,000
Water Bottles	\$3,000
Note Pads and Pens	\$3,500



## What attendees are saying about the Summit...

"With the wide variety of topics — the economy, technology, healthcare reform, physician office practice issues — the conference offered something for everyone."

**Mary Stull, RN, PhD, Vice President and Chief Operating Officer, Physician Practice Division, Elmhurst Memorial Healthcare**

"The Summit is a winning combination, featuring a great range of applicable sessions and speakers with the knowledge and expertise that only come with real-life experience."

**Janet Meeks, President & Chief Operating Officer, Mount Carmel St. Ann's**

"Strong, positive working relationships between hospital executives and physicians are more important than ever in the current environment. The Summit is the place to explore new ideas and proven alignment strategies."

**Mark Peters, MD, CEO/President, East Jefferson General Hospital**

"The Summit provides an outstanding opportunity to network with colleagues on today's most pressing physician challenges."

**Subbarao Inampudi, MD, FACR, Immediate Past Co-Chair ANW Clinical Council, Abbott Northwestern Hospital**

# Sponsor Registration

## Hospital & Physician Relations: An Executive Summit

October 25-27, 2010

Camelback Inn, A JW Marriott Resort & Spa

Scottsdale, AZ

Please return completed form to:  
 Jennifer Pense  
 Partnering Coordinator  
 Forum for Healthcare Strategists, Inc.  
 980 North Michigan Avenue; Suite 1260  
 Chicago, IL 60611  
 Phone: 866-440-9080 x 23  
 Fax: 312-440-9089  
 contact@healthcarestrategy.com

### Contact Information

COMPANY

CONTACT NAME

TITLE

MAILING ADDRESS

CITY

STATE

ZIP CODE

PHONE

FAX

E-MAIL

### Sponsor

Yes, we want to co-sponsor the Executive Summit. The event(s) we want to sponsor is/are:

Names, titles, and emails of people\* who will be attending the conference (please attach additional sheets if necessary):

1.

2.

3.

\*Two people will receive complimentary registrations to the Summit for sponsorships at the \$5,000 level or above, except where noted. One complimentary registration will be given for sponsorships of \$3,000 or more. One additional attendee may register at the reduced rate of \$600 per person. After that, attendees must register at the full conference fee.

### Affirmation of Commitment to Sponsor

The undersigned is authorized to commit to the sponsorship as described above, and acknowledges that he/she has reviewed the cancellation and refund policies below and agrees to the terms as described.

SIGNATURE

DATE

### Payment Information

Check enclosed, made payable to the Forum for Healthcare Strategists, Inc.

TOTAL \$ \_\_\_\_\_

### Cancellations and Refunds

In the event of the cancellation of the Summit for any reason, sponsorship fees will be fully refunded. If the sponsor cancels participation in the Summit, sponsorship fees will not be refunded.

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## An Executive Summit

Join The Exciting List of Companies That Have Helped Make the Forum's Conferences Healthcare's Premier Educational Events!

A.D.A.M., Inc.	DrTango, Inc.	Insights Direct, Inc.	Perot Systems Health Care Group
American Hospital Association	ECG Management Consultants, Inc.	Intellicare, Inc.	PhotoBooks, Inc.
AmeriMed Consulting	Executive Development & Education	INTELLIMED	Physicians Practice, Inc.
AVID Design	Finelight	KidsHealth	The Practice Marketing Kit
Barlow/McCarthy	Galvanon	Legacy Consulting Group	PracticeMatch, Inc.
BDC Advisors, LLC	General Learning Communications	LVM Systems, Inc.	Practice Support Resources
Believe and Succeed	Geonetric, LLC	McKesson Health Solutions	Press Ganey Associates, Inc.
The Beryl Companies	The Greeley Company	McMurry	Priority Publications
Blausen Medical Communications	Greystone.Net	MedDevelopment, LLC	Private Health News
BrandEquity	Healthcare Strategy Group	MediaMixNet, Inc.	Professional Research Consultants, Inc.
BremnerDuke Healthcare Real Estate	Health Directions, LLC	MedNews Plus	Quarles & Brady, LLP
Coactive Systems Corporation	HealthGrades, Inc.	MedSeek, Inc.	Sg2
Coffey Communications, Inc.	Health InfoTechnics, LLC	MedTouch	SRK
Corporate Health Group	Health Ink & Vitality	The MIAC Card Program	StratEx, LLC
CPM Marketing Group, Inc.	HealthLeaders Media	Mitchell Allen Group	SPM Marketing and Communications
Creative Marketing Programs	HealthLine Systems, Inc.	Monigle Associates	StayWell Custom Communications
CSC's Healthcare Group	Health Newsletters Direct	Morehead Associates	Surgical Directions
DataBay Resources	Healthstream Research	National Research Corporation	Thomson Reuters
Diablo Publications	HEALTHvision	NeuroSource	True North Custom Publishing
DMI Transitions	The HSM Group, Ltd.	New Clients, Inc.	TVC
Dowden Health Media	IDX Systems Corporation	Nueterra Healthcare	

An Outstanding Marketing and Sales Opportunity for Your Products and Services!

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