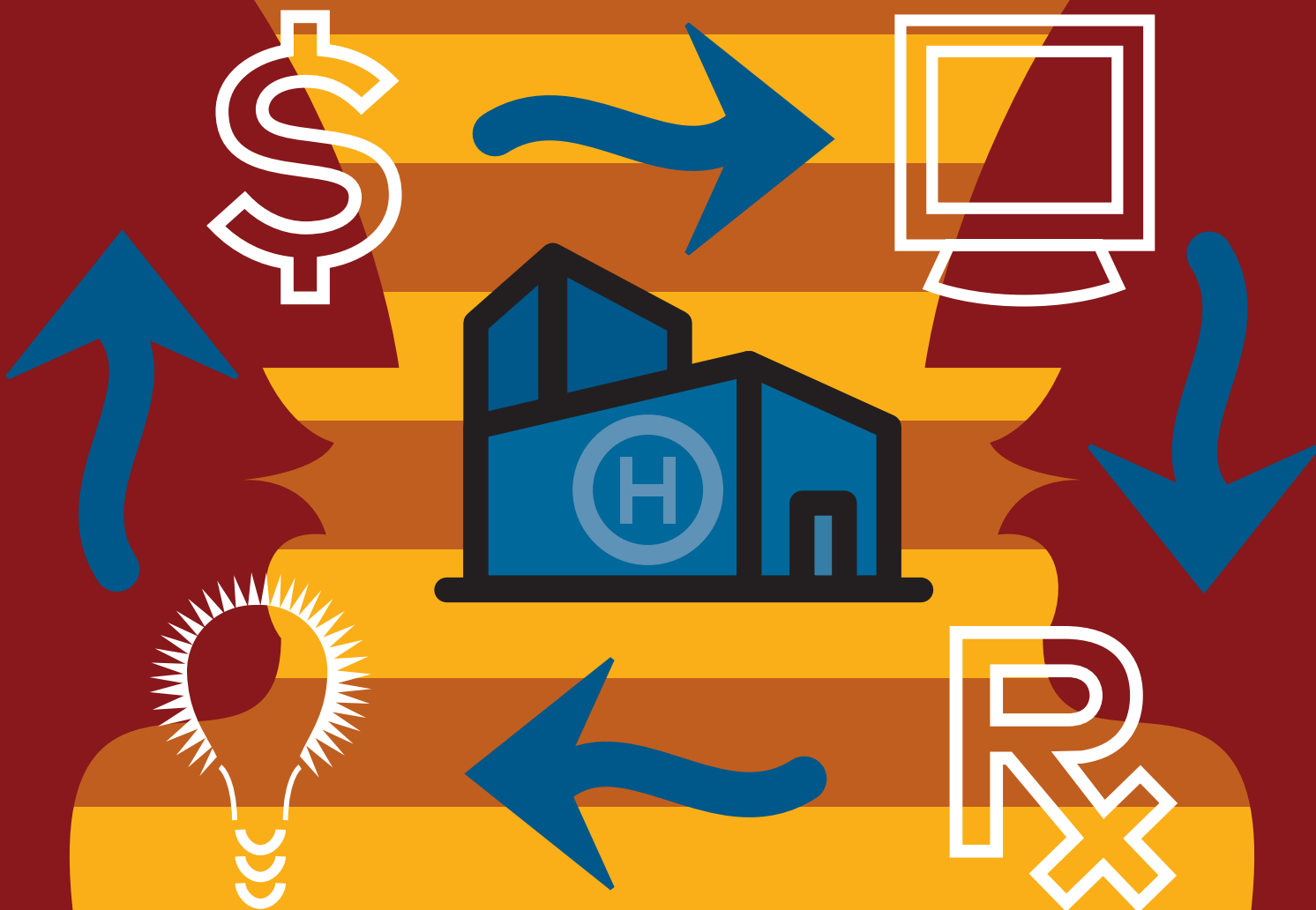


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# Physician Strategies Summit

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Driving Performance and Results



## SPONSOR PROSPECTUS

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February 28 – March 2, 2010

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Camelback Inn  
A JW Marriott Resort & Spa  
Scottsdale, AZ



**forum** FOR HEALTHCARE STRATEGISTS

# The Leading Conference on Hospital & Physician Relations

## Be Recognized as a Leader

In today's uncertain times, the need for hospital executives and physicians to set aside conflicts and explore opportunities for collaboration is more important than ever. So it is no surprise that healthcare executives and physicians interested in long-term success are working together to develop collaborative solutions that enhance physician and organizational performance — and deliver bottom line results.

**Physician Strategies Summit: Driving Performance and Results** is THE leading conference that examines strategies and tactics for successful hospital and physician relations. Be Part of the Summit!

## 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 during the Summit.

## As a Sponsor You'll Receive:

### Networking Opportunities

Coffee breaks, luncheon, and an evening reception provide maximum exposure to prospective clients. Waived registration fees with sponsorships of \$3,500 or more facilitate optimum participation and interaction.

### Virtual Sponsors

A sponsor listing will appear on the Forum's Web site, [www.healthcarestrategy.com](http://www.healthcarestrategy.com), with your company description and a direct link to your Web site. Sponsors at the \$3,500 level or above will also be listed on all email blasts for the Summit.

### Complimentary Registrations

One waived complimentary registration with sponsorships of \$3,500 or more gives your staff access to networking opportunities and approximately 30 cutting-edge sessions led by knowledgeable faculty with in-depth experience in the development, implementation, and operation of sound physician strategies. Waived registrations do not include the Pre-Summit Strategy Sessions. *Note: Sponsorships of \$5,000 or more receive TWO waived registrations and may also offer \$200 discounts to their clients.*

### Prospecting List

Two mailing lists, one of pre-Summit registrants and one of post-Summit attendees, allow you to communicate by mail with prospective clients. These lists are only available with sponsorships of \$3,500 or more.

## Who Will Attend

The Summit has been designed for healthcare executives from hospitals, health systems, integrated networks, and health plans including:

- CEOs/COOs/CFOs
- Physician Leaders
- Chief Strategy Officers
- Physician Relations Directors
- Sales Executives
- Physician Recruitment Directors
- Business Development Executives
- Marketing Executives
- Consultants
- Lawyers



**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 the brochure
- Name appears on all email blasts promoting the Summit
- One Sponsorship Opportunity included (see options below)
- Two complimentary registrations for your staff
- Copy of Summit attendee mailing list
- Opportunity for \$200 client discounts

## Sponsorship Opportunities

### Track Sponsorship

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

### Track Sponsorship **\$3,500**

**Track 1** Physician Relations/Sales

**Track 2** Physician Recruitment/Retention/Loyalty

**Track 3** Physician Strategies

## Special Events

Opening Reception (Sunday evening) **\$4,500**

Monday Networking Breakfast with Facilitated Discussion Groups **\$4,500**

Enhanced Coffee Break **\$2,500**

### Keynote/General Session Speakers

Sunday Opening General Session **\$3,500**

Monday Morning Keynote **\$3,500**

Tuesday Morning Keynote **\$3,500**

## Other Promotional Opportunities

Sponsorship includes sponsoring company's name and logo on product.

Post-Summit CD-ROM with Audio/Presentations	\$5,000
Book Bags	\$5,000
Summit Flash Drives	\$4,500
Internet Hot Spot	\$4,500
Webinar	\$3,500
Badge Cords	\$2,500
Summit Note Pads and Pens	\$2,500
Water Bottles	\$2,500

## Summit Profile

The Physician Strategies Summit is expected to draw approximately 200–225 executives from hospitals, academic medical centers, healthcare systems, and medical group practices.

### Attendee Profile

2009 attendees included:

CEO/President	14%
SVP/VP	22%
Director	24%
Physician Relations Liaison	15%
Manager	10%

### Conference Survey Results from 2009 Attendees

Here's what attendees had to say about the 2009 Summit:

97% of attendees said the Summit was excellent or good.

98% of attendees said the Summit faculty were excellent or good.

98% of attendees said they would recommend the Summit to a colleague.

# Sponsor Registration

## 2010 Physician Strategies Summit

February 28 – March 2, 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

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.

\*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 \$3,500 or more. Up to two additional attendees may register at the reduced rate of \$600 per person.

### 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

- Sponsor \$ \_\_\_\_\_
- Check enclosed, made payable to the Forum for Healthcare Strategists, Inc.

### Cancellations and Refunds

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

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# Physician Strategies Summit

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## Driving Performance and Results

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

A.D.A.M., Inc.	Galvanon	McKesson Health Solutions	PracticeMatch, Inc.
American Hospital Association	Geonetric, LLC	McMurry	Practice Support Resources
BDC Advisors, LLC	Greystone.Net	MedDevelopment, LLC	Press Ganey Associates, Inc.
The Beryl Companies	Health Directions, LLC	MediaMixNet, Inc.	Priority Publications
BrandEquity	Health Grades, Inc.	MedSeek, Inc.	Private Health News
Bremner Healthcare Real Estate	Health Ink & Vitality	MedTouch	Professional Research Consultants, Inc.
Coactive Systems Corporation	HealthLeaders Media	The MIAC Card Program	Quarles & Brady, LLP
Coffey Communications, Inc.	HealthLine Systems, Inc.	Monigle Associates, Inc.	Solucient
Corporate Health Group	Health Newsletters Direct	MyHealthPublisher.com	SRK
CPM Marketing Group, Inc.	Healthwise, Inc.	National Research Corporation	Storandt Pann Margolis
Creative Marketing Programs	HEALTHvision	NeuroSource	Thomson Reuters
CSC's Healthcare Group	IDX Systems Corporation	New Clients, Inc.	True North Custom Publishing
DataBay Resources	Insights Direct, Inc.	Nueterra Healthcare	TVC
Diablo Publications	INTELLIMED	Perot Systems Health Care Group	Vericom Corporation
Dowden Health Media	The Jackson Organization	PhotoBooks, Inc.	
DrTango, Inc.	KidsHealth	Physicians Practice, Inc.	
Fine Light, Inc.	LVM Systems, Inc.	The Practice Marketing Kit	

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

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