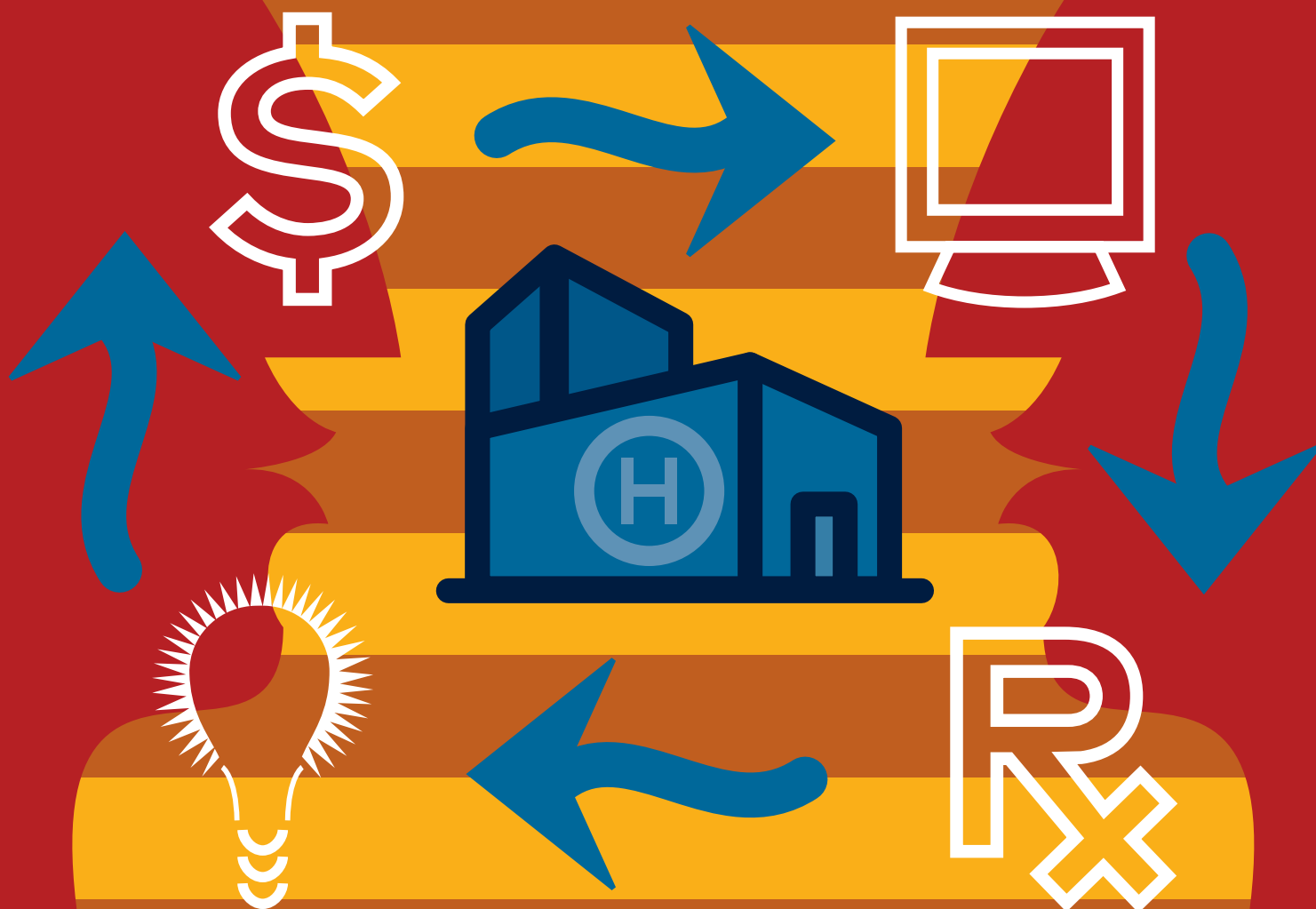

Physician Strategies Summit

Driving Performance and Value



SPONSOR PROSPECTUS

February 19 – 21, 2012

The Ritz-Carlton
Orlando, FL



forum FOR HEALTHCARE STRATEGISTS

The Leading Conference on Hospital & Physician Relations

Be Recognized as a Leader

For hospitals and physicians today, a growing focus on accountable care, care coordination, and value encourages alignment as never before. So it's 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, improve quality and value, and offer bottom line results.

Physician Strategies Summit: Driving Performance and Value 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.

Virtual Sponsors

A sponsor listing will appear on the flash drive, as well as on the Forum's Web site, 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 registration fee with sponsorships of \$3,500 or more, or two waived registrations with sponsorships of \$5,000 or more, give 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 collaboration strategies. Plus, sponsors at the \$5,000 level or higher have the opportunity to offer \$200 discounts to clients. *NOTE: Waived registrations do not include the Pre-Summit Strategy Sessions.*

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
- Chief Medical Officers
- Physician Leaders
- Chief Strategy Officers
- Marketing Executives
- Physician Relations Directors
- Physician Referral/Outreach Directors
- Sales Executives
- Physician Recruitment Directors
- Network and Business Development Executives
- Consultants



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

Major Sponsor \$7,500

- 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 \$5,000

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

Track 1 Physician Relations/Sales

Track 2 Medical Staff Engagement & Growth

Track 3 Maximizing Organizational Models

Track 4 Alignment & Integration

Special Events

Opening Reception (Sunday evening)	\$4,500
Monday Networking Breakfast	\$4,500
Monday Lunch	\$6,500
Monday Evening Reception	\$4,500
Enhanced Coffee Break	\$2,500

Keynote/General Session Speakers

Sponsors can introduce the sessions.

Sunday Opening General Session	\$5,000
Monday Morning Keynote	\$5,000
Tuesday Morning Keynote	\$5,000

Other Promotional Opportunities

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

Post-Summit CD-ROM with Audio/Handouts	\$5,000
Summit Flash Drives	\$5,000
Conference Padfolios	\$5,000
Badge Cords	\$4,500
Meeting Room Wi-Fi	\$4,000
Pens	\$2,500
Chair Massage Therapist	\$2,500

We are happy to discuss other options!
Call us at 312-440-9080 x23.

What attendees are saying about the Summit...

"The general sessions were remarkable. The speakers provided tangible ideas to implement along with macro looks at the healthcare environment and important trends."

Kelley Hunton, Director of Marketing, The Orthopedic Center

"The Summit offers an excellent learning experience, with first-rate speakers and abundant networking opportunities in a non-competitive environment."

Katia Kaiser, Physician Liaison, The MetroHealth System

"I loved hearing about the innovative ways that people are approaching the issues we deal with on a daily basis. I left with a storm of ideas on how we could do our work a little better than before."

Joseph D. Sharp, Outreach Coordinator, Methodist J.C. Walter Jr. Transplant Center

"Topics were on target for the current environment."

Joseph A. Scopelitti, MD, President/CEO, Guthrie Clinic

Sponsor Registration

2012 Physician Strategies Summit
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The Ritz-Carlton
Orlando, FL

Please return completed form to:
Jennifer Pense
Partnering Coordinator
Forum for Healthcare Strategists, Inc.
980 North Michigan Avenue; Suite 1260
Chicago, IL 60611
Phone: 312-440-9080 x23
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 email addresses 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. One complimentary registration will be given for sponsorships of \$3,500 or more. One additional attendee may register at the reduced rate of \$600 per person. After that, attendees must register at the full conference rate. Note: Waived or reduced registrations do not include the Pre-Summit Strategy Sessions.

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.

Physician Strategies Summit

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

A.D.A.M., Inc.	Diablo Publications	KidsHealth	Perot Systems Health Care Group
Active Data Exchange, Inc.	Dowden Custom Media	Krames StayWell	Physicians Practice, Inc.
Aefinity interactive, llc	DrTango, Inc.	Legacy Consulting Group	PioCom, Inc.
Aegis Health Group	EBSCO Publishing	LionShare Marketing, Inc.	The Practice Marketing Kit
American Hospital Association	ECG Management Consultants, Inc.	LVM Systems, Inc.	PracticeMatch, Inc.
AmeriMed Consulting	eSEENTIAL Accessibility Inc.	Marcel Media	Practice Support Resources
AVID Design	eVariant	McKesson Health Solutions	Press Ganey Associates, Inc.
Barlow/McCarthy	Fine Light, Inc.	McMurry	Priority Publications
BDC Advisors, LLC	Galvanon	MedCity Media	Private Health News
The Beryl Companies	Geonetric	MedDevelopment, LLC	Professional Research Consultants, Inc.
blr further	Greystone.Net	MediaMixNet, Inc.	Quarles & Brady, LLP
BrandEquity	Health Directions, LLC	Medicom Health Interactive	REACH3
Bremner Healthcare Real Estate	Health Grades, Inc.	MEDSEEK	Sharecare
Care ePublications	Health Ink & Vitality	MedSynergies	Solucient
CareTech Solutions, Inc.	HealthLeaders Media	MedTouch	SRK
CaringBridge	HealthLine Systems, Inc.	The MIAC Card Program	SPM Marketing & Communications
Coactive Systems Corporation	Health Market Science	Mitchell Allen Group	Springboard Brand & Creative Strategy
Coffey Communications, Inc.	Health Newsletters Direct	Monigle Associates, Inc.	Surgical Directions, LLC
Conifer Patient Communications	Healthwise, Inc.	MyHealthPublisher.com	Swanson Russell
Connect Healthcare	HEALTHvision	National Research Corporation	Thomson Reuters
Corporate Health Group	IDX Systems Corporation	Navvis & Company	TPR Media, LLC – The Parent Review
CPM	Inosity Healthcare	NeuroSource	True North Custom Publishing, LLC
Creative Marketing Programs	Insights Direct, Inc.	NewClients Direct	TVC
CSC's Healthcare Group	INTELLIMED	Nueterra Healthcare	Vericom Corp.
DataBay Resources	The Jackson Organization	Paquin Healthcare Companies	Wax Custom Communications

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

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