

Improving Population Health
Across All Stakeholders

The **MACRA** Playbook Conference



September 1, 2016
Seelbach Hilton | Louisville, KY

UNDERSTANDING MACRA:

What Is It, When Is It, and What Does It Mean for Communities?

Sponsorship Opportunities

Reach your market with this focused, effective investment.

This is an educational conference for healthcare stakeholders, including providers, plans, employers, labor unions, government, pharmaceuticals, and others interested in healthcare.

nrhi

Network for
Regional Healthcare
Improvement

The MACRA Playbook



Kentuckiana
Health Collaborative

What is MACRA?

It's the Medicare Access and CHIP Reauthorization Act of 2015

The Network for Regional Healthcare Improvement (NRHI) and the Kentuckiana Health Collaborative (KHC) are offering a conference to explain it to the healthcare community.

Please join us as a Sponsor and reach your market directly and effectively.

The traditional fee-for-service payment model has proven to be a barrier for achieving payment reform, failing to provide the right tools and incentives to improve the way care is delivered and to improve health outcomes.

Congress made important progress in removing this barrier through passage of the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA), which reforms how physicians are paid and advances payment systems that reward value, rather than volume, of care.

For these critical reforms to have their desired impact on nationwide health care delivery, however, they must be implemented in a manner that makes success widely attainable and sustainable.

This unprecedented transformation must be implemented in a manner that provides practical and digestible information tailored to the unique needs of communities and marketplaces throughout the country.

Thank you for your consideration of being a part of this important conference.

The **MACRA**
Playbook
Conference

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MACRA Playbook Conference

Thursday, September 1, 2016

Opening Reception Wednesday Evening
The Seelbach Hilton, Louisville, Kentucky

*We hope you join us on
this journey toward
healthier communities!*

This is an educational conference for healthcare stakeholders, including providers, plans, employers, labor unions, government, pharmaceuticals, and others interested in healthcare.

We offer several sponsorship levels and options for this very important conference. Attendees at this conference are the healthcare professionals that you want to reach with your message. If you don't see a level to meet your budget, let us know and we can discuss customizing an investment level to meet your needs. Please decide quickly so that you secure the level that you want.

Thank you!

To maximize efficiency and adhere to our goals of being a sustainable organization, this conference will be PAPER-FREE.

Instead of paper handouts, we will utilize a mobile app that will be available for a free download. All information pertaining to the conference will be available on this app and other digital media throughout the conference.

We strive to offer you an informative, well organized, and efficient conference experience. If you have any questions, please feel free to contact us.

Mobile App

For Sponsors and Exhibitors, the mobile app will be a great tool to convey your message and show your support of the conference.

Depending on your investment level, you will be provided with several positions throughout the app to show your brand. Following is a list of Mobile App offerings for sponsors and exhibitors:



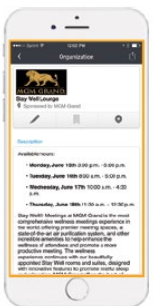
Splash Page

A full-screen ad displays when the app is launched or refreshed for excellent brand visibility.



Push Notifications

Messages get sent directly to attendees' mobile devices, which can be scheduled in advance and segmented for select attendees or event-goers at-large.



Sponsor Listings & Exhibitors

In-app profiles appear for each exhibitor and sponsor with potential for enhanced info, collateral, photos, and video.



Map Pins

Pins help users find sessions, expo halls, sponsor booths, and other landmarks. A sponsor is highlighted along with pins on the map to link to the sponsor's in-app profile.



Banner Ads

Rotating banner ads appear at the top or bottom of the screen and serve as a cost-effective way to create brand awareness.

This is a great opportunity to share your products and services with key healthcare stakeholders.

Sponsorship Opportunities

Presenting Sponsor \$20,000

- ~ Designation as Presenting Sponsor of the Conference
- ~ Presenting Sponsor Signage
- ~ Projection of logo
- ~ Verbal recognition at beginning and end of the conference
- ~ Premier Exhibitor table, if desired
- ~ Logo recognition on home page of conference website
- ~ Logo recognition on all digital advertisements of conference
- ~ App Splash screen
- ~ App Banner Ad
- ~ Sponsored icon on Home Page of App with Listing Page
- ~ Interactive map listing in App
- ~ 1-2 Push notifications through App
- ~ Listing and logo on sponsor page in App
- ~ Logo recognition on slide presentation
- ~ Recognition from NRHI
- ~ 8 Complimentary registrations

Platinum Sponsor \$10,000

- ~ Recognition as Break Sponsor
- ~ Verbal recognition at beginning and end of the conference
- ~ Standard Exhibitor table, if desired
- ~ Logo recognition on conference website
- ~ Logo recognition on all digital advertisements of conference
- ~ Logo recognition on Sponsor Signage
- ~ App Banner Ad
- ~ Sponsored listing in App
- ~ Interactive map listing in App
- ~ 1 Push notification through App
- ~ Listing and logo on sponsor page in App
- ~ Logo recognition on slide presentation
- ~ Recognition from NRHI
- ~ 4 Complimentary registrations

Gold Sponsor \$5,000

- ~ Logo recognition on conference website
- ~ Logo recognition on all digital advertisements of conference
- ~ Logo recognition on Sponsor Signage
- ~ App Banner Ad
- ~ Sponsored listing in App
- ~ Interactive map listing in App
- ~ Listing and logo on sponsor page in App
- ~ Logo recognition on slide presentation
- ~ Recognition from NRHI
- ~ 2 Complimentary registrations

Sponsorship Opportunities

Silver Sponsor \$2,500

- ~ Logo recognition on conference website
- ~ Logo recognition on all digital advertisements of conference
- ~ Logo recognition on Sponsor Signage
- ~ Logo recognition on slide presentation
- ~ Recognition from NRHI
- ~ 1 Complimentary registration
- ~ App Banner Ad
- ~ Sponsored listing in App
- ~ Interactive map listing in App
- ~ Listing and logo on sponsor page in App

Reception Sponsor \$7,500

- (Pre-conference networking)
- ~ August 31, 2016 at the Seelbach Hilton
 - ~ Designation as Reception Sponsor
 - ~ Reception Sponsor Signage
 - ~ Verbal recognition at beginning of the reception
 - ~ Verbal welcome from someone in your organization at the beginning of the reception
 - ~ Recognition from NRHI
 - ~ App Banner Ad
 - ~ Sponsored listing in App
 - ~ Interactive map listing in App
 - ~ Listing and logo on sponsor page in App

Conference Lunch Sponsor \$7,500

- ~ Designation as Lunch Sponsor
- ~ Verbal recognition at conference lunch
- ~ Projection of logo during lunch
- ~ Logo recognition on Sponsor Signage
- ~ Logo recognition on slide presentation
- ~ Recognition from NRHI
- ~ App Banner Ad
- ~ Sponsored listing in App
- ~ App Splash screen on Lunch Page
- ~ Listing and logo on sponsor page in App

Table Sponsor \$2,000

- ~ Table of 8
- ~ Logo on reserved table front and center
- ~ Welcome sign at registration
- ~ Recognition from NRHI
- ~ Listing and logo on sponsor page in App

Exhibitor Opportunities

Premier Exhibitor

\$2,500

(limited spaces available)

- ~ Premier table location
- ~ Logo on Exhibitor signage
- ~ App Banner ad
- ~ Sponsored listing in App
- ~ Interactive map listing in App
- ~ 1 Complimentary registration
- ~ Listing and logo on exhibitor page in App

Exhibitor

\$1,500

KHC/NRHI Members - \$1,250

- ~ Logo on Exhibitor signage
- ~ App Banner ad
- ~ 1 Complimentary registration
- ~ Listing and logo on exhibitor page in App

A special discount is offered to not-for-profit organizations. Please ask about this offering.

Exhibitors are asked to register by August 15, 2016. After that date, there will be a \$200 up charge.

The MACRA Playbook Conference will be held at the Seelbach Hilton Hotel in downtown Louisville, Kentucky.

Conference Registration

KHC/NRHI Members ~ \$250

Non-Members ~ \$299

Student ~ \$75

Registration Deadline: August 15, 2016

Registration & Payment

All registrations and payments must be completed online at KHCollaborative.org.

Contact Information

National Sponsorships are available across multiple regions. If interested, please contact Dianne Hasselman, Deputy Director of the Network for Regional Healthcare Improvement (NRHI), at dhasselman@nrhi.org.

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Thank you. We look forward to seeing you at the Conference!

www.KHCollaborative.org