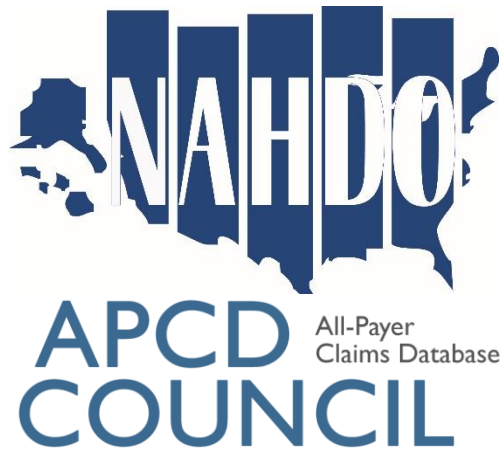


NATIONAL ASSOCIATION OF HEALTH DATA ORGANIZATIONS

Improving Health Care Data Collection and Use Since 1986



JOIN NAHDO IN PROMOTING THE
COLLECTION, ANALYSIS, AND
DISSEMINATION OF HEALTH DATA



STRATEGIC PARTNERSHIP PROGRAM

About NAHDO and the APCD Council

NAHDO serves the interests of health data organizations, academic institutions, policy makers, healthcare systems, payers, and many others that have a common interest in the availability of high quality and timely health data to inform questions of cost, quality, and access to care.

Over the past decade or more, many states have expanded their reporting systems to include All-Payer Claims Databases (APCDs). To support those activities, NAHDO and the University of New Hampshire's Institute for Health Policy and Practice administer the APCD Council, a national learning collaborative.

NAHDO is a member-driven organization that also relies on financial support from select partners and sponsors at various levels. We are very appreciative of this support and thank you for your interest.

The Strategic Partnership Program

While corporations can join NAHDO as a member, we hope you will consider the added benefits of being a strategic partner.

Strategic partnerships include:

- All the benefits of Sustaining Membership
- Sponsorship of the APCD Council
- Higher levels of recognition, networking, and custom benefits
- Exposure as a conference sponsor

This program makes it easy for corporations and other entities to support NAHDO's mission at an appropriate level.

Conference Sponsorship

If a strategic partnership or membership is not right for your organization, please consider becoming a sponsor at our annual conference. This prospectus outlines and compares the benefits of the various opportunities.



SUSTAINING MEMBER BENEFITS

Strategic partners are members in full standing and receive the following benefits.

Direct Mission Support

- ★ Your membership supports NAHDO's core mission to promote the collection, analysis, and dissemination of health data

Education & Technical Assistance

- ★ Receive technical assistance for data collection, analysis and use from NAHDO and other experts
- ★ Receive frontline information on national and local health policies and practices
- ★ Learn about innovative health data reporting practices
- ★ Participate in quality educational events:
Educational webinars and events
Members only forums and learning networks
Discounted annual conference pricing
- ★ Access to NAHDO Library:
State data agency profiles
White papers
Tool kits and guides
- ★ Subscription to NAHDO e-newsletters
- ★ APCD-CDL™ support and contribution

Guiding Innovations in Health Data

- ★ Learn about innovations:
Emerging information sources
Emerging technologies (FHIR data linkage, big data tools)
Emerging issues & themes (Opioids, COVID-19)
- ★ Participate in collaborative environments

Networking & Professional Visibility

- ★ Become part of a national network of health data experts
- ★ Leadership opportunities:
Eligible to serve on board of directors
Lead NAHDO committees and role-based sub-groups
- ★ Opportunities to assist in the development and presentation of national testimony and comments
- ★ Participate as presenter in NAHDO-sponsored events
- ★ Access to job postings
- ★ Participate in role-based user groups:
Operations Managers (APCD, Discharge data, etc.)
Database Admins
Analysts

Advocacy

- ★ Advocacy for health data policies at the state and national levels
- ★ Participate in developing joint responses to federal proposals affecting state and private data systems
- ★ Direct input into national standards: NUBC, NUCC, ASC X12N
- ★ Opportunity to represent NAHDO in national expert panels, task forces, and local testimony

STRATEGIC PARTNERSHIP BENEFITS

	Collaborating Partner \$12,500	Featured Partner \$8,000	Contributing Partner \$5,000
SUSTAINING MEMBERSHIP (\$4,000 VALUE)	INCLUDED	INCLUDED	INCLUDED
STRATEGIC PARTNERSHIP RECOGNITION			
DISPLAY COMPANY LOGO, DESCRIPTION AND WEB LINK ON WWW.NAHDO.ORG, WWW.APCDCOUNCIL.ORG, AND WWW.APCDSHOWCASE.ORG	✓	✓	✓
RECOGNITION AS A STRATEGIC PARTNER IN NAHDO'S E-NEWSLETTERS	✓	✓	✓
ENHANCED NETWORKING			
OPPORTUNITY FOR PERSONAL INTRODUCTIONS TO AT LEAST FIVE NAHDO MEMBERS DURING ANNUAL CONFERENCE OR BY PHONE/EMAIL AT OTHER TIMES	✓	✓	✓
THREE SOCIAL MEDIA MENTIONS EACH QUARTER	✓	✓	
SPONSOR AND INTRODUCE ONE NAHDO OR APCD COUNCIL WEBINAR PER YEAR	✓	✓	
RECEIVE PERSONAL NOTIFICATION OF RFPs FOR STATE DATA SYSTEMS	✓	✓	
ACCESS TO NAHDO'S MEMBERSHIP MAILING LIST FOR ONE YEAR	✓		
CUSTOM BENEFIT TO SUPPORT COMMON INTERESTS WITH NAHDO PRIORITIES			
DISCUSS YOUR ORGANIZATION'S PRIORITIES WITH NAHDO EXECUTIVE DIRECTOR AND DIRECTOR OF PROJECTS	✓	✓	
EXPLORE A CRITICAL OR EMERGING ISSUE WITH NAHDO STAFF	✓		
USE NAHDO RESOURCES TO INFORM POTENTIAL SOLUTIONS OR UNDERSTANDING	✓		
NAHDO-PRODUCED WHITE PAPER, WEBINAR, BLOG POST, TOOL KIT OR OTHER MEMBER SUPPORT OPPORTUNITY	✓		
PRESENTATION OF YOUR PRODUCT, SERVICES, OR WORK AT A NAHDO-SPONSORED WEBINAR	✓		
ANNUAL CONFERENCE BENEFITS			
COMPLIMENTARY REGISTRATION	THREE	TWO	
DISCOUNTED REGISTRATION	UNLIMITED	UNLIMITED	UNLIMITED
RECOGNITION AS A STRATEGIC PARTNER FROM THE PODIUM	✓	✓	✓
INCLUDED CONFERENCE SPONSOR PACKAGE	TERABYTE \$7,500 VALUE	GIGABYTE \$5,000 VALUE	
COMPLIMENTARY USE OF MEETING SPACE DURING CONFERENCE (SUBJECT TO AVAILABILITY)	✓	✓	
PRIORITY CHOICE OF PREMIUM SPONSORSHIPS	✓		



NAHDO 35TH ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

WHAT TO EXPECT

The latest information on health data initiatives, innovations in analytics, and public reporting.

FULLY VIRTUAL SESSIONS

A historic first for NAHDO! Attendees will be able to participate in up to four sessions per day, two days per week spread over two weeks.

ATTENDEES

A variety of perspectives: health data organization leaders and analysts, data users, private entities that provide support to health data organizations, and policy makers.

SESSIONS

24 sessions will feature dozens of prominent individuals from the field of health data who will address the state of the art in health data.

SIX FOCUS AREAS

Bridging data and policy, improving data quality, using data to contain costs, building a broader vision of healthcare data, privacy and security, and improving and expanding analytics.

NETWORKING

Take advantage of new opportunities to build your network.

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES AND BENEFITS

	PETABYTE \$10,000	TERABYTE \$7,500	GIGABYTE \$5,000	MEGABYTE \$2,500
COMPLIMENTARY REGISTRATION	FOUR	TWO	TWO	TWO
DISCOUNTED REGISTRATION	UNLIMITED	UNLIMITED		
COMPANY NAME AND LOGO ON SCREEN AT THE BEGINNING OF SESSIONS	ALL SESSIONS	DAILY OPENING PLENARY SESSIONS	DAILY OPENING PLENARY SESSIONS	DAILY OPENING PLENARY SESSIONS
ACCESS TO VIRTUAL EXHIBIT HALL (SETUP FEE MAY APPLY)	✓	✓	✓	✓
SWAG BOX SPONSORSHIP (SEE DETAILS BELOW)	✓	✓	✓	
RECOGNITION ON CONFERENCE WEB SITE	NAME, LOGO AND WEB LINK	NAME, LOGO AND WEB LINK	LOGO	LOGO
RECOGNITION ON AGENDA AT-A-GLANCE	NAME AND LOGO	NAME AND LOGO	NAME	NAME
ACCESS TO PRE/POST CONFERENCE ATTENDEE LIST	✓	✓		
ONE-TIME VIRTUAL TABLE DROP – YOUR ELECTRONIC MATERIAL SENT BY NAHDO TO ALL ATTENDEES AT SPECIFIC TIME	✓	✓		
ACCESS TO PREMIUM SPONSORSHIPS	✓	✓		
INVITATION TO MODERATE A SESSION	✓			
SCHOLARSHIPS IN YOUR NAME FOR PUBLIC MEMBERS	UP TO \$2,500			
CHOICE OF UP TO TWO À LA CARTE SPONSORSHIPS (\$2,000 OR LESS)	✓	✓	✓	

À-LA-CARTE SPONSORSHIPS

No minimum or package sponsorship is required to sponsor À-La-Carte items.

PREMIUM SPONSORSHIP OPPORTUNITIES	GENERAL SPONSORSHIP OPPORTUNITIES
Reserved for Terabyte or Petabyte Sponsors and Featured or Collaborating Partners \$2,500 Elliot M. Stone Award Sponsor \$2,000 Innovation in Data Dissemination Award Sponsor \$1,500 Plenary Sponsor* – Opening Remarks and Welcome \$1,500 Opening Plenary Sponsor* – Day 2, 3, or 4	\$1,000 Host an After-Hours Networking Event (maximum of four per event) \$1,000 Meeting Portal Sponsor (no maximum) \$1,000 Plenary Sponsor* – <i>Bridging Data and Policy</i> \$500 Concurrent Session Sponsor* \$500 Swag Box Sponsor – Your promotional item (produced at your cost) will be shipped to each registered attendee. Minimum of four sponsors, open until box space is full.

*All session sponsorships include recognition by session host or opportunity to introduce the session (up to 3 minutes)

MEMBER • PARTNER • SPONSOR

APPLICATION

COMPANY INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Website: _____

CONTACT PERSON

Name: _____ Title: _____

Telephone: _____ Email: _____

MEMBERSHIP • PARTNERSHIP

- Collaborating Partner \$12,500
- Featured Partner \$8,000
- Contributing Partner \$5,000
- Sustaining Member \$4,000

CONFERENCE SPONSORSHIP

- Petabyte \$10,000
- Terabyte \$7,500
- Gigabyte \$5,000
- Megabyte \$2,500

À LA CARTE SPONSORSHIP

Your Selection(s):

PAYMENT OPTIONS

Total Amount Due: _____

- Check

*Make check payable to NAHDO and mail to
965 E Center St.
Provo, Utah 84606*

- Please send me an invoice

Name: _____

Address: _____

City/State/ZIP: _____

- Credit card (surcharge of up to 4% may apply)

*Please contact us for details on credit card
payment*

PLEASE RETURN COMPLETED APPLICATION TO

Email: info@nahdo.org

Mail: NAHDO, 965 E Center Street, Provo, Utah 84606

For more info call Norm Thurston, 801-477-5348