

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

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. Currently, NAHDO has 43 institutional members. For a full list see [nahdo.org/member-list](http://nahdo.org/member-list).

The APCD Council is a program of NAHDO in partnership with the University of New Hampshire's Institute for Health Policy and Practice. The APCD Council is a learning network that convenes an expanding group of government, private, non-profit, and academic organizations interested in the development and deployment of state or regional APCDs.

## **The Strategic Partnership Program**

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

Strategic partnerships include:

- All the benefits of being a NAHDO Sustaining Member
- Added support for 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.



## BENEFITS OF BEING A NAHDO MEMBER

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
<b>STRATEGIC PARTNERSHIP RECOGNITION</b>			
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	✓	✓	✓
<b>ENHANCED NETWORKING</b>			
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	✓		
<b>CUSTOM BENEFIT TO SUPPORT COMMON INTERESTS WITH NAHDO PRIORITIES</b>			
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	✓		
<b>ANNUAL CONFERENCE BENEFITS</b>			
COMPLIMENTARY REGISTRATION	THREE	TWO	
DISCOUNTED REGISTRATION	UNLIMITED	UNLIMITED	UNLIMITED
RECOGNITION AS A STRATEGIC PARTNER FROM THE PODIUM	✓	✓	✓
INCLUDED CONFERENCE SPONSOR PACKAGE (SEE BELOW FOR DETAILS)	TERABYTE \$7,500 VALUE	GIGABYTE \$5,000 VALUE	
COMPLIMENTARY USE OF MEETING SPACE DURING CONFERENCE (SUBJECT TO AVAILABILITY)	✓	✓	
PRIORITY CHOICE OF PREMIUM SPONSORSHIPS	✓		



# NAHDO 36<sup>TH</sup> ANNUAL CONFERENCE

## SPONSORSHIP OPPORTUNITIES

If a strategic partnership or membership is not right for your organization, please consider becoming a sponsor at our annual conference.

### WHAT TO EXPECT

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

### FULLY VIRTUAL SESSIONS

In 2020, over **400** people participated in our fully virtual conference. We look forward to replicating that success again in 2021. Attendees will be able to participate in five sessions per day for three days.

### 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.

### SEVEN FOCUS AREAS

(1) Data and COVID-19, (2) Working toward uniformity, (3) Data linkage, (4) Addressing variations in health, (5) Privacy, security, access and release, (6) Documenting and reducing healthcare costs, (7) Funding and sustainability plans

### 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	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)	✓	✓	✓	✓
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
<b>Reserved for Terabyte or Petabyte Sponsors and Featured or Collaborating Partners</b> \$2,500 Elliot M. Stone Award Sponsor \$2,000 Innovation in Data Dissemination Award Sponsor \$1,500 Plenary Sponsor* – Opening Remarks and Welcome & Opening Plenary Session \$1,500 Daily Opening Plenary Sponsor* – Day 2 or 3	\$1,000 Host an After-Hours Networking Event \$1,000 Meeting Portal Sponsor (no maximum) \$1,000 Plenary Session Sponsor* <i>Opening Day Keynote</i> <i>Special Plenary Event – Late Breaking Topics</i> <i>Closing Plenary</i> \$500 Concurrent Session Sponsor*

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



## IN-PERSON WORKSHOP SPONSORSHIP OPPORTUNITIES

November 9-10, 2021  
Albuquerque, New Mexico

### WHAT TO EXPECT

NAHDO is hosting a workshop with six topic-driven sessions designed to identify solutions to some of the current challenges facing health data organizations.

Attendees will experience the following:

- Make connections with other attendees that have similar interests, face similar challenges, or that can provide solutions to issues
- Understand how others view the issues discussed in the workshop
- Share knowledge and experience from your program
- Identify new opportunities and solutions to challenges or issues

### ATTENDEES

Everyone working with administrative healthcare data is invited, including program directors and managers, data and policy analysts, consultants and advisers, researchers, and database administrators.

### FORMAT

Each workshop session will last approximately three hours and will be designed to maximize personal interaction.

### LOCATION

We will be hosted by the historic Hotel Andaluz Albuquerque, a Curio Collection by Hilton hotel. Located downtown just 5 miles from the Albuquerque Sunport, it is also a short walk/ride to Old Town Albuquerque.

### SIX WORKSHOP SESSIONS (proposed)

Linking Health Data with Other Sources  
Identifying and Filling Data Gaps  
Managing a Health Data Program

Analytics to Inform Public Health  
The Data Needs of Policy Makers  
Multistate and Regional Data Projects

## WORKSHOP SPONSORSHIP OPPORTUNITIES AND BENEFITS

	TURQUOISE \$4,000	SILVER \$3,000	SUN GOLD \$2,000	SANDIA \$1,000
COMPLIMENTARY REGISTRATION	TWO	ONE		
DISCOUNTED REGISTRATION	UNLIMITED	UNLIMITED	TWO	ONE
RECOGNITION ON EVENT 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 TABLE DROP – YOUR PROMOTIONAL MATERIAL DELIVERED BY NAHDO TO ALL ATTENDEES	✓	✓	✓	
ACCESS TO PREMIUM À-LA-CARTE SPONSORSHIP OPPORTUNITIES	✓	✓		
INVITATION TO LEAD A WORKSHOP ACTIVITY	✓			
CHOICE OF UP TO TWO À LA CARTE SPONSORSHIPS (\$1,000 TOTAL OR LESS)	✓	✓	✓	

### À-LA-CARTE SPONSORSHIPS

PREMIUM SPONSORSHIP OPPORTUNITIES	GENERAL SPONSORSHIP OPPORTUNITIES
<b>Reserved for Turquoise or Silver Sponsors and Featured or Collaborating Partners</b> \$1,000 Sponsor Networking Lunch (Exclusive) <sup>1</sup> \$1,000 Host Networking Reception (Exclusive) <sup>2</sup> \$500 Sponsor Off-site Networking Dinner on Tuesday (Non-exclusive, no limit) <sup>3</sup>	<b>No minimum or package sponsorship required</b> \$500 Workshop Sponsor (Limit 6) <sup>4</sup> \$500 Wi-fi Sponsor (Exclusive) <sup>5</sup> \$250 Networking Breakfast Sponsor; Tuesday or Wednesday (Exclusive) \$250 Charging Station Sponsor (Limit 2)
PROMOTIONAL ITEM SPONSORSHIP	
\$500+ Tote Sponsor \$350+ Lanyard Sponsor \$250+ Other co-branded promotional items	All promotional items will include NAHDO and sponsor logos. All art must be approved by NAHDO. Prices include the cost of production of each item and may vary.

### SPONSORSHIP DETAILS

<sup>1</sup> The opportunity to sponsor the Networking Lunch on Tuesday (between workshops) is an exclusive, first-come, first-served opportunity.

<sup>2</sup> The networking reception is planned between the afternoon session and dinner on Tuesday. We may be able to reserve the Casbahs in the hotel main lobby area.

<sup>3</sup> The Off-Site Networking Dinner is a non-exclusive opportunity. All attendees will be invited and encouraged to join us at the Sawmill Market. Sponsors will be recognized verbally in the workshops and in writing when instructions for the event are given.

<sup>4</sup> All workshop sponsorships include recognition by moderator or opportunity to introduce the session (up to 3 minutes)

<sup>5</sup> Sponsor selects the Wi-Fi access code subject to hotel specifications



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 (for payments under \$5,000; surcharge of up to 2% may apply)

*Please contact us for details on credit card payment*

## PLEASE RETURN COMPLETED APPLICATION TO

Email: [info@nahdo.org](mailto:info@nahdo.org)

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

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