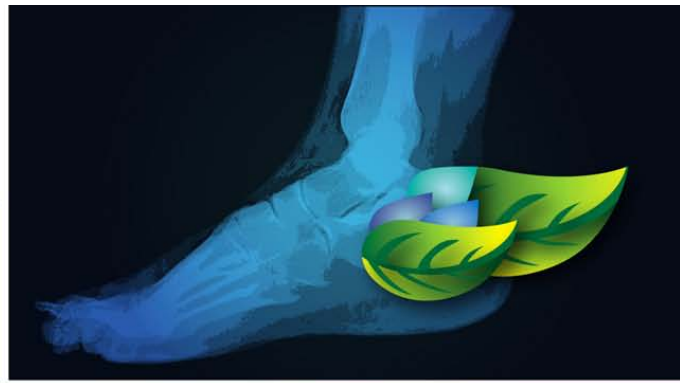


# Real Sustainability in Healthcare



## Innovative Strategies for Turbulent Times

The **Real Sustainability in Healthcare** is a series of executive summits produced by NextGen Today hosted by a leading healthcare organization in the region. These events feature healthcare executives from mid-size to larger hospitals, free-standing clinics and adult care facilities.

### PROGRAM OVERVIEW

Healthcare is facing unprecedented focus with federal initiatives that promise to revolutionize care and reduce waste. At the same time, interest around energy and climate solutions is growing. This event brings those two concepts together to identify real opportunities for sustainable economic and environmental performance in healthcare organizations. How do we build an industry that can be sustainable, and what solutions are leading organizations using to raise care levels while reducing costs across operations, facilities, and more?

The event highlights innovative approaches to manage costs, improve patient outcomes, retain staff, reduce healthcare's environmental impact and more. A roundtable format with interactive sessions will allow participants to share case studies and information on state-of-the-art solutions in sustainable buildings, fleet, operations, energy solutions, waste stream management, resource conservation, and more. Including organizations from across the spectrum of healthcare (hospitals, free-standing clinics, and adult care facilities) also opens up dialogue for discussing better management across the lifecycle of care.

Table 1: Potential Program Topics

<b>The Future of Healthcare</b>  How is the face of healthcare changing, and can we prepare?	<b>Preparing for Federal and State Initiatives</b>	What direction is the healthcare plan going, and how will that impact the conditions under which we have to provide care and fund our operations?
	<b>Managing the Lifecycle of Care</b>	How do we better prepare as an industry to address prevention, treatment, and the lifecycle of wellness? Can we get better coordination across our organizations to address key chronic issues like obesity, diabetes, alzheimers, and other conditions in our communities?
<b>Sustainable Innovations</b>  Can sustainability innovations help us meet the challenge to improve hospital outcomes and reduce waste?	<b>Sustainable Operations— Finding and Reducing Waste</b>	Are healthcare facilities getting all of the operational savings from their buildings, fleet, operations, procurement and employee programs?
	<b>Green Building Strategies</b>	Can the right building innovations for new and retrofit buildings really impact healthcare outcomes, reduce errors and increase key staff retention? When does it make sense for you to harness energy from your waste streams?



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## TARGET AUDIENCE

We anticipate 30 participants for this summit, although the venue can support at least twice that comfortably. The target audience includes healthcare executives (CEO's, administrators, etc.) from Hospitals, Medical Centers, and Healthcare Centers throughout Washington State, along with adult care facilities and free standing clinics.

We will use a variety of outreach techniques for marketing the event where sponsors will gain further exposure, including direct mail and email campaigns; event calendars and notices in industry newsletters; and active outreach in partnership with key associations.

Table 2: Audience Development Plan		
TYPE OF ORGANIZATION	TARGET POSITIONS	AUDIENCE DEV. STRATEGIES
<b>Hospital Care Facilities:</b> <b>Hospitals, Medical Centers, Healthcare Centers</b>	Executive/Director CFO Quality Department Director of Facilities Community Relations Others?	<ul style="list-style-type: none"> <li>• Personal invitation from Evergreen Hospital CEO, Steve Brown</li> <li>• Outreach with WSHA, FACHE, and other associations</li> <li>• Quarterly Financial meeting</li> <li>• Industry Event</li> <li>• Calendars/Newsletters</li> <li>• Emails</li> </ul>
<b>Adult Care Facilities:</b> <b>Adult Day Care, Long-term Care, Assisted Living, Retirement Homes</b>	Marketing Directors Others?	<ul style="list-style-type: none"> <li>• Industry Event</li> <li>• Calendars/Newsletters</li> <li>• Email Blasts</li> <li>• Association outreach</li> </ul>
<b>Free Standing Clinics:</b> <b>Vascular Surgery Clinics, Other Private Surgery Clinics</b>	Clinic Mgr/Dir	<ul style="list-style-type: none"> <li>• Industry Event</li> <li>• Calendars/Newsletters</li> <li>• Email Blasts</li> <li>• Association outreach</li> </ul>



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## SPONSORSHIP PACKAGES

The Summit is by-invitation only so sponsors will be the only vendors in attendance at the event. We will target a small number (7-10) of strategic vendors in key solution areas.

<b>Session Sponsorship- Presenting \$3,500</b>	<i>Showcase your firm's expertise and position your services as a strategic, "go forward" solution.</i> Kick-off a discussion area (approximately 10-15 minutes) and then participate in the round table format on the strategic topic. Includes up to two attendees.
<b>Networking Sponsorship \$1,500</b>	<i>Put your firm in the spot light.</i> Opportunity to introduce yourself and your firm (approximately 3 minutes) and welcome the group to enjoy the beverages courtesy of your firm. Includes 1 attendee.
<b>Exhibitor Sponsorship \$1,000</b>	<i>Introduce your firm through a presence at a tablet.</i> You and your firm will be introduced to the group by the emcee of the event. Includes 1 attendee.
<b>Supporting Sponsorship \$500</b>	<i>Leverage your firm as a supporter of the event.</i> You and your firm will be introduced to the group by the emcee of the event. Includes 1 attendee.

All Sponsor levels receive exposure to your target audiences before, during and after the event:

### Before the Event

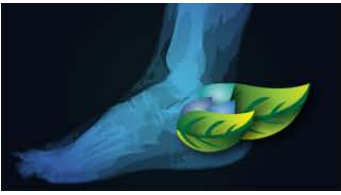
- Logo placement on any email blasts, direct mail, press releases, special announcements and advertisements for the conference
- Company logo and Company link included on conference website

### During the Event

- Company logo displayed prominently on relevant signage and rotating conference show computer slides
- Promote your company materials in designated area at the event
- One complimentary registration for the summit except where otherwise indicated

### After the Event

- A post-event thank you and survey will thank sponsors.
- All sponsors will receive access to the attendees list and contact information following the event



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## BENEFITS OF PARTNERING WITH NEXTGEN

NextGen is a consultant firm that works with leading corporations, utilities and governments to enhance their performance. Our events business unit leverages this in-depth knowledge of the industry to produce events and web resources to help innovative solutions and pioneering decision-makers get together. NextGen is not your typical event services firm—we leverage a number of key differentiators to ensure that our events exceed your expectations:

### We Start with the Right Program

- **Emphasis on Case Studies.** We build our programs around leading projects and case studies on the relevant topic, which draws even more participants interested in benefiting from real implementations and lessons learned rather than just theory.
- **Speakers that Deliver.** We draw on our strong industry relationships to create direct line to sought-after organizations and speakers to participate in the program, which brings high quality registrants.

### We Get The Right People in the Room

- **The Right Audience.** Our strategic audience development with strong marketing lists, audience development partners and other tools draw qualified attendees at the right level, and deliver the right cross section of industries for topic area.
- **Direct and Indirect Channel Exposure.** With our audience development partners, your firm will get exposure into a much larger group of buyers than just those attending the events as we promo our sponsors in our event marketing efforts with target segment associations and other groups.

### We Run Our Events Like Time is Precious

- **Interactive Formats.** Our events leverage innovative formats, strong moderators, and good preparation to ensure strong interaction for participants and give your firm opportunity to really connect with your buyer.
- **Well-Run Events.** Our event production staff delivers consistently well-organized, effective events that our participants and sponsors appreciate.

### We Keep Participant Interaction Going After the Event

- **Follow-On Connections.** Through research, webinars, and subsequent web resources, we continue to bring our participants and sponsors together long before and after the actual event.

*"I wanted to let you know our representative at the conference was ecstatic. He called me nearly breathless to tell me all about the interaction and conversations he had at the conference (and he is usually Mr. Stoic around here). He said your firm did a great job with the conference, very well done. Worth every penny we spent."*



*"Thank you for your efforts for a job well done. Having been a part of well over 500 trade-shows and conferences over the past 35 years I can attest that your Conference delivered on your promise that this first event would be a winner... Thank you for really and truly putting our company in the spotlight over the 3-day period. Many times in the past we have agreed to a certain level of participation with certain pledges of promotion only to subsequently experience unfulfilled promises and excuses where we were left far short of expectations---in this case, ours were totally surpassed and I want you to know how much that meant to my staff and me personally."*

