

WTN MEDIA

# Digital Healthcare Conference 2010

## Sponsor Media Kit

### Build relationships with key executives

**Executive attendance:** The Digital Healthcare Conference consistently attracts business and technology leaders. Go beyond the individual sale and build strategic relationships with the executives who make platform decisions and set their organizations' technology direction.

**Logo display:** Your branding is included on a wide variety of materials including the Digital Healthcare Conference web site, brochures, flyers, e-mail marketing, and signs and slides at the conference. Brand exposure depends on which sponsorship package you choose.

**Client relations:** We provide template letters to invite clients to the Digital Healthcare Conference, as well as co-branded promotional PDFs and brochures with your logo to send out. Certain sponsorship levels also receive complimentary guest passes.

**Conversation pieces:** The Digital Healthcare Conference presenters are experts in their fields and deliver high-quality keynotes and panel discussions that give you something to talk about during generous networking breaks.

**Targeted advertising:** Your sponsorship includes a market development fund for an advertising campaign on Wisconsin Technology Network, the premier source for business technology news in the state with a significant national and international readership.

## Summary of sponsorship packages

All sponsorships provide value through brand exposure, included registrations, and advertising. Speak with a WTN representative for details; the summaries below hit only the high points and unique offerings with each sponsorship level.

**Platinum:** You have top billing and premium visibility. Only platinum sponsors join the symposium's advisory board and work with us to develop a customized opportunity to present or moderate during a session. Exclusive brand placement includes name badges. Sponsor the speaker and advisory board dinner. Includes 4 registrations plus 3 guest passes for your clients.

**Gold:** You have significant visibility during all parts of the event and the opportunity to introduce or moderate, but not present, a session. Sponsor lunch. Includes 3 registrations plus 2 guest passes for your clients.

**Keynote:** Introduce a keynote presentation or sponsor lunch. Sponsor the cocktail party. Includes 2 registrations plus 1 guest pass for a client.

**Networking Break:** Sponsor networking breaks and refreshments. Includes 2 registrations.

## Past speakers and advisory board

High-quality attendees are drawn to the in part because of the well-respected advisory board and star keynote speakers and panelists. The Digital Healthcare Conference advisory board members are directly involved in shaping the conference, and most attend and communicate with sponsors.

Platinum Sponsors receive an advisory board membership and the ability to participate in calls and/or meetings on a peer level with this group of highly influential healthcare leaders. Platinum, Gold and Keynote Sponsors receive invitations to the advisory board and speaker dinner. See the next page for more on sponsorship options.

### **Barry P. Chaiken, MD, MPH**

Conference Chair, Associate Chief Medical Officer,  
BearingPoint

### **John Glaser**

Vice President and CIO, Partners Healthcare

### **C. Martin Harris**

CIO, Cleveland Clinic Foundation

### **Philip Loftus**

CIO, VP of IS, Aurora Health Care

### **John Wade, FCHIME, FHIMSS**

Chair-Elect, HIMSS; VP/CIO, Saint Luke's Health System

### **John Hansmann, FHIMSS**

VP Information Services, UW Medical Foundation

### **Peter Strombom**

FCHIME & Former Chair of CHIME, CIO

### **Jeff Grossman, MD**

Region Manager, Mangement Engineering at Intermountain  
Health Care

### **William Hendee, PhD**

Dean, Graduate School of Biomedical Sciences, MCW;  
President, MCW Research Foundation

### **William A. Yasnoff, MD, PhD, FACMI**

Managing Partner, NHII Advisors

### **Mark Kirschbaum**

Senior Vice President, Quality and Information, UW Hospi-  
tal and Clinics

### **Judy Murphy, RN, FACMI**

Vice President, Information Services, Aurora Health Care

### **Seth Foldy, MD, MPH**

health.e.volution and Medical College of Wisconsin

### **Kim Pemble**

Executive Director, Wisconsin Health Information Exchange  
(WHIE)

### **Patti Brennan, RN, PhD**

Professor, School of Nursing and College of Engineering,  
UW-Madison

### **Robert Carlson, MD**

CIO, Marshfield Clinic

### **John W. Melski, M.D.**

Clinical Informatics Medical Director, Marshfield Clinic

### **Galen Metz**

CIO/Information Services Director, Group Health Coopera-  
tive of South Central Wisconsin

### **Raymond J. Zastrow, MD**

FAAFP, Vice President Medical Affairs, St. Michael Hospital

### **Charles Safran, MD**

Associate Clinical Professor of Medicine, Harvard Medical  
School; Past Chairman, American Medical Informatics As-  
sociation

### **Mike Sauk**

VP & CIO, UW Hospital and Clinics

### **Sandy Butschli**

Vice President of Information Services, ACL Laboratories

### **Louis Wenzlow**

Director of Health Information Technology, Rural Wisconsin  
Health Cooperative

### **Thomas Handler MD**

Research Director, Gartner Inc.

### **Charles Kennedy, MD**

VP of Health Information Technology, WellPoint, Inc.

### **Gary Wendt, MD, MBA**

Associate Professor Neuroradiology CHS

### **John Traxler, MD, MBA, MSMI**

Program Co-Director, Master of Science in Medical Infor-  
matics Program, Medical College of Wisconsin / Milwaukee  
School of Engineering

### **Carl Christensen**

CTO, Marshfield Clinic

### **Denise Webb**

eHealth Program Manager, WI Dept of Health Services,  
Office of Policy Initiatives and Budget

### **Rodney Dykehouse**

VP of Information Services and CIO, ProHealth Care, Inc.

### **Mike Rosencrance**

VP Information Services, UW Medical Foundation

### **Ken Gersing, MD**

Director of Clinical Information Services, Dept of Psychiatry,  
Duke University Medical Center

## What previous attendees and sponsors are saying

"The quality of the speakers, the small and interactive format, and the networking opportunities make it very worthwhile."

*Sandy Butschli  
Vice President / CIO  
ACL Laboratories*

"The members of the panels had varying views on the subject matter leading to true dialogue and not just a presentation"

*Greg Smith  
CIO  
Wheaton Franciscan Healthcare*

"Excellent sessions, intimate setting with ability to have lots of interaction with peers, other attendees. Has a lot of diversity among attendees which add value to the experience."

*John Wade  
Vice President  
Saint Luke's Health System*

"Year-after-year, consistently excellent conference with new and fresh content."

*John Traxler  
Program Director - MS in Medical Informatics  
Milwaukee School of Engineering*

"It was very good to hear from other entities across state about issues of concern and where other Health Care organizations are in evolution of EHRs. Was good to hear lessons learned."

*Mary Krueger  
President  
Saint Clare's Hospital*

"DHC provides a valuable forum for a broad range of healthcare leaders to come together and interact combined with a stimulating update on major trends and activities."

*Phillip Loftus  
CIO and VP Information Services  
Aurora Health Care*

The networking and the success stories from other organizations that have addressed tough situations were the most beneficial."

*Andy Gauger  
IS Manager  
Children's Hospital*

"I have attended many conferences over the years and can think of none that surpass the value I get in the day and a half session at DHC. I am thrilled to be able to have this resource right here in Wisconsin."

*Dave Lundal  
VP & Regional CIO  
SSM Health Care*

"It is different from other conferences in terms of having a wide variety of attendees. It tends to focus on the pressing issues of the day."

*Peter Christman  
Executive Vice President  
UW Medical Foundation*

"Great information, great speakers, and the opportunity to learn with peers. As leaders of the industry and profession, we need to provide the vision, direction and support."

*Scott Arnett  
Chief Technology Officer  
Fiserv Health*

"Access to some of the top opinion leaders in the industry made for an extremely educational experience that could be applied almost immediately."

*Austin Park  
VP of Infrastructure Services  
Paragon Development Systems*

"A thought-provoking experience, an excellent forum to step back from the trees and study the forest of healthcare IT."

*Galen Metz  
CIO  
Group Health Cooperative*

"This is a great conference with great people and has enough local significance in the content, discussion and topics that it's hard to beat. This conference not only presents the ideas, and discussion of the topics, but also the people that can make it happen in Wisconsin are largely in attendance."

*Peter Nohelty  
Director of IS  
Sacred Heart Hospital*

# Frequently asked questions

## Why should I sponsor?

Sponsorship leads to visibility, goodwill, publicity, differentiation in the marketplace, enhanced VIP relationships, and new business partnerships and sales. Sponsoring a high-level, exclusive, executive symposium associates your organization with premium content and networking opportunities. The Digital Healthcare Conference sponsorship packages are designed to give you an optimal combination of branding and direct interaction.

## How do I take advantage of the sponsorship?

We encourage you to implement pre-and post-event promotion to maximize your exposure and participation with the target audience. We recommend:

- Implementing an advertising campaign (online and print) that will provide exposure to the attendees of the event, as well as target audience.
- Making sure all of the attendees from your organization are briefed on the executive nature of the audience and are prepared to build strategic relationships through face-to-face networking.
- Informing clients of the event and using the client invitations included in your sponsorship to deepen existing relationships.
- Using the attendee list for a post-show follow up mailing. This provides a great introduction and overall awareness for your sales teams.
- Sending out press releases; posting to your company website and linking to the WTN event website.

## Can our company present at the symposium?

Some sponsorship levels include opportunities to present, including sessions, panel moderation, and small-group executive meetings. Our advisory board works closely with sponsors to develop their presentations and engage the audience, which is made up of senior executives who appreciate strategic, commercial-free discussions.

## Is this a trade show?

The Digital Healthcare Conference is a symposium – meant to bring attendees together to network, learn and innovate. To keep the atmosphere conducive to face-to-face peer networking, DHC does not have large booths or a trade-show atmosphere. The best way to promote your company to attendees is to get to know them in person.

## How much literature should I bring?

We recommend submitting literature targeted at an executive audience to go into the conference bag. Conference attendance is approximately 200. Keep in mind that the most effective way to connect with the DHC attendees is face to face, and many attendees will not view supporting literature as their primary way of learning about your company.

## Can you help me meet people?

We make every reasonable effort to help our sponsors find and meet key attendees. Attendee lists are provided to all sponsors.

## Who else has sponsored the Digital Healthcare Conferences?

Michael Best & Friedrich	Picis	IBM	Lenovo
PDS	Virchow Krause & Co.	Trissential	Citrix
Epic Systems	Whyte Hirschboeck	Trapeze	EMC <sup>2</sup>
CDW	R.W. Baird & Co.	Symphony	NEC Display Solutions
Inacom	Cisco	Covisint	Adobe
TeraMedica	TDS Telecom	GE Healthcare	Johnson Controls
Charter Business	Oracle	Sonic Foundry	Gartner