

About the Event

As healthcare policy continues to prioritize interoperability and value-based care, providers and payers must coordinate and collaborate to ensure a smooth transition. At **Modern Healthcare's Payer-Provider Collaboration Virtual Briefing**, hosted **December 8**, executives from leading hospitals, health systems and insurers will convene with policy leaders to discuss strategies for working together effectively to achieve business goals, lower costs, streamline patient experiences and improve patient outcomes.

Attendee Profile

Attendees will include payer and provider executives, agency administrators, solution providers and other decision-makers responsible for provider-payer relations. Attendees are looking for thought leadership and dynamic solutions for building trust and achieving productive collaboration between providers and payers.

Sponsor Opportunities

Sponsors of the **Payer-Provider Collaboration Virtual Briefing** will have the opportunity to generate brand awareness and showcase their thought leadership to an audience of engaged attendees. Purchasing a sponsorship package allows your organization to achieve several goals at once:



Reach Your Target Audience

Gain access to a wide range of decision-makers in healthcare. Sponsorship provides direct access to attendees who are looking to find out more about your business.



Showcase Your Thought Leadership

Differentiate yourself from competitors by educating attendees and sharing your expertise on a subject.



Put Your Brand In The Spotlight

Event marketing by Modern Healthcare generates exposure through print, digital, email and social media.



Generate Leads

The list of event registrants (expected 500) provides a valuable resource of leads and an opportunity to continue conversations beyond the event.

All thought leadership sessions and panels are pre-recorded, allowing for a stress-free experience for sponsors. Attendees will be able to access the event “live” and for up to 90 days afterward.

Session Sponsorship - \$17,500 (Five Available)

Includes brand exposure in all marketing and promotion for the event as well as a dedicated session where you can highlight best practices, thought leaders and/or client partners.

Promotion

- Logo inclusion in all event promotion
- Logo inclusion on event microsite

Thought Leadership

- Dedicated one-hour session on agenda with up to four speakers/panelists
- Content asset (Ungated PDF) on event microsite

Event Visibility

- 10 guaranteed tickets to attend event
- Full-page ad in event program
- Logo visibility and 100-word description in event program
- Logo visibility on event sponsor “thank you” slide

Metrics

- List of event registrants (provided one week and 90 days following event date)

Optional Add-On

- **\$10,000:** Full-page, four-color recap of your sponsored session published in an issue of Modern Healthcare magazine within four to six weeks of the event date

To reserve your spot on the agenda, please contact your account executive or sales@modernhealthcare.com.

Deadline to commit is 11/8/22 - first come, first served

Logo inclusion in all promotions produced after sponsor participation contracted. All rates are net. Sponsorships are non-cancellable upon signing. Tracking data not available for PDF asset. Maximum of 1,000 tickets available for event. Attendee information includes name, title, organization and email.

Speaker Sponsorship - \$10,000 (Four Available)

Includes brand exposure in all marketing and promotion for the event as well as a panelist seat in a multi-sponsored session for one of your thought leaders.

Promotion

- Logo inclusion in all event promotion
- Logo inclusion on event microsite

Thought Leadership

- Panelist in a one-hour session on agenda (with up to four speakers/panelists)
- Content asset (Ungated PDF) on event microsite

Event Visibility

- Five guaranteed tickets to attend event
- Half-page ad in event program
- Logo visibility and 100-word description in event program
- Logo visibility on event sponsor “thank you” slide

Metrics

- List of event registrants (provided one week and 90 days following event date)

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