

Virtual 2021 MN HIMSS and Minnesota e-Health Initiative Series



Sponsorship Prospectus

Be a title sponsor of this second annual MN HIMSS and Minnesota e-Health Initiative event and reach hundreds of health care and health technology professionals.

ABOUT THE 2021 CONFERENCE

This year's virtual event will be a weekly 90-minute series, to occur mid-day over lunch once a week for four weeks in September and October. The series is organized around a series of timely, relevant, and thought-provoking questions which are designed to advance e-health thinking and work in Minnesota and beyond. Each session features national leaders, plus a combination of local Minnesota "responders" and facilitated conversations.

Week 1 (September 21 from 12:00 – 1:30 CDT)

What is the role of HIT as we come out of the pandemic and an upended health care system?

Micky Tripathi, Ph.D., M.P.P., National Coordinator for Health Information Technology (ONC)

Week 2 (September 28 from 12:00 – 1:30 CDT)

Can HIT help improve health equity? Does technology equalize or further exacerbate health disparities and systemic racism?

Umair Shah, M.D., M.P.H., Secretary of Health, Washington State Department of Health and Jan Malcolm, Commissioner, Minnesota Department of Health

Week 3 (October 5 from 12:00 – 1:30 CDT)

Why Does My Dog Get Better Healthcare Than I Do?

How can we look from the patient's perspective at health equity, resilience, and patient empowerment?

Ed Marx, Chief Digital Officer, Tech Mahindra / HCI Health and Cris Ross, Chief Information Officer, Mayo Clinic

Week 4 (October 12 from 2:30 – 4:00 CDT)

What's next in digital transformation? Will Google, Amazon, and Apple take over health care?

Tressa Springmann, Senior Vice President and Chief Information Officer, LiftBridge Health

Who Will Be There:

- Clinicians, public health professionals, and researchers who want to optimize health IT in addition to care management to:
 - Identify and manage social determinants of health
 - Address health equity
 - Collaborate across sectors
- Health leaders who want to learn insights from local and national perspectives and initiatives
- Policymakers who want to understand how healthcare and public health impact their communities
- Patients who want to understand how technology can help support their health

TITLE SPONSORSHIP OPPORTUNITIES - \$2,500

Hurry! Only four sponsorships available!

Why YOUR Organization Needs to Sponsor - HOW WE PROMOTE YOU!

HIMSS Minnesota Chapter, Minnesota Department of Health and Stratis Health will promote conference from August through October including after the final session.

- **Your company logo in up to twelve emails to 20,000+ individuals**

Sponsorship includes:

- **Title sponsor** for one 90 minute session of the four part series; sponsorship highlighted in all sessions
- **“Brought to you by”** messaging, 2-3 minute video ad to play at the beginning of sessions
- Sponsorship promoted by all conference hosts (HIMSS Minnesota Chapter, Minnesota Department of Health, Stratis Health) and directed to conference website with branding/links to sponsor websites)-
- Prime logo & link location
- **Promotional emails to conference hosts’ contacts.** Weekly email blasts from August– October 15 (up to 12 total- 8 pre-conference + 3 during the conference series and a final thank you promoting your organization’s sponsored session and the series)
- Prime logo & link location on welcome slides (pre, during & post)
- Prime logo, link, 200 word description & contact info location on event website, event platform
- Thank you at end of every session and at the series end
- CME available for attendees
- List of attendees
- 3 complimentary registrations for your organization
- Option to provide a digital coupon/ giveaway to attendees

Contact

Don’t miss out!

For questions about sponsorship opportunities, please email John McGuire at mn.sponsorship@himsschapter.org. Participation status is not final until payment is received.

Please provide materials as soon as possible to receive the maximum promotional reach.