



SPONSORSHIP PACKAGES

NOVEMBER 13, 2019

DIGITAL HEALTH 360

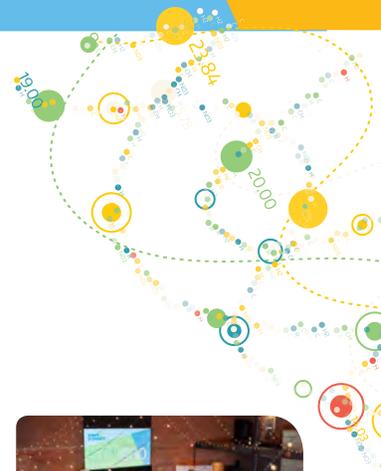
ACCELERATING THE FUTURE OF HEALTH

Wednesday November 13th | American Tobacco Campus, Durham

The 2019 DHIT Summit will convene internationally recognized thought leaders and key stakeholders from the healthcare ecosystem to dig deep into how Digital Health can pervasively be used to transform health. Building on the success of our 2018 Summit, this exciting annual event is uniquely designed to include pre- and post-event ecosystem collaboration, with the goal of creating new models of care that will bring the future of health into real-world settings to produce measurable impact. Our expert panels and workshops will focus on three key transformative topics through the lens of Digital Health, including Building Healthy Communities, Health Engagement, and Precision Health.

Join us to LEARN, COLLABORATE, and IMPACT healthcare!

- ➔ **LISTEN, LEARN, ACT** - inspiring keynote presentations and insightful panel discussions by industry experts will guide conversations around real-world needs and meaningful outcomes.
- ➔ **HANDS-ON EXPERIMENTATION** - breakout sessions facilitated by design thinking experts will connect participants focused on particular impact areas that will help drive healthier communities.
- ➔ **TECHNOLOGY SHOWCASE** - highlighting local innovations and talent to stimulate the ideation and solution design process.





JOIN OUR DIGITAL HEALTH ECOSYSTEM

The Summit will bring together a diverse mix of stakeholders from across the digital health ecosystem, from providers, researchers, and policymakers, to entrepreneurs, technologists, and investors. The emphasis will be on demand-side participants, those actively looking for new knowledge, relationships and innovations.



➔ **PAYORS + PROVIDERS** - increase awareness and knowledge of emerging technologies and learn how to improve care quality and health outcomes while reducing healthcare costs



➔ **HEALTH TECH RESEARCHERS + ENTREPRENEURS** - understand what the market needs by networking with an ecosystem of demand-side experts and increase your access to funding and pilot opportunities



➔ **HEALTH TECH INVESTORS** - explore areas of need and increase your digital health investment pipeline



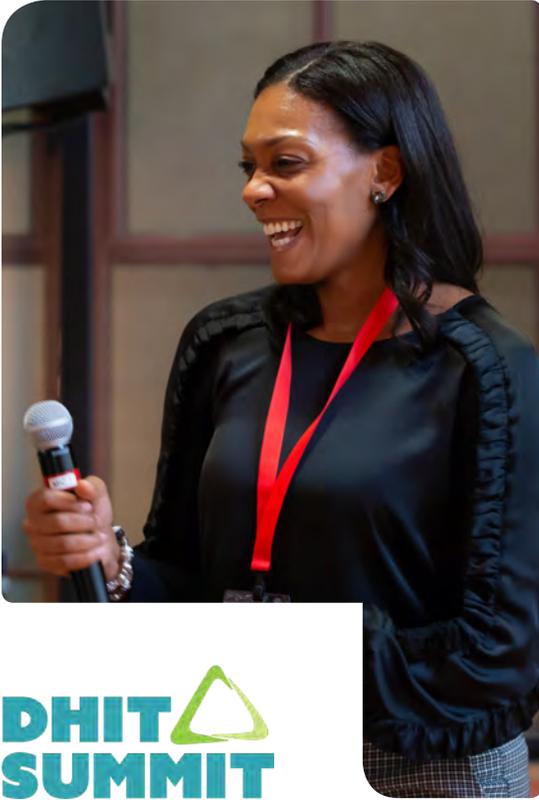
➔ **STATE AGENCIES** - understand opportunities for regional and state economic development in the digital health field and leverage innovation to improve population health, particularly for rural communities



➔ **CONSUMER PRODUCTS + SERVICES INDUSTRY** - showcase your innovation and consumer expertise, and increase business development and partnership opportunities for digital health innovation

/// The Summit exceeded my expectations. It was well organized, very thoughtful, insightful and I think it left a lasting impact on all the attendees. It is not lost on any of us how much work needed to be done to pull this off in such a short time frame. From the outside it looked like it was flawlessly executed. ///

- 2018 Summit Participant



HIGHLIGHTS FROM THE 2018 SUMMIT

- ➔ More than 160 healthcare leaders, providers, technologists, entrepreneurs, researchers and investors
- ➔ A Day of Collaboration and learning aimed at driving our community into a new era of digital health and consumer empowerment
- ➔ High Caliber Speakers, including author, thought leader and former CMO of UnitedHealthcare Dr. Archelle Georgiou, Linda Avey, Co-founder of 23andMe, Charlene Foley, Head of Exceptional Experience at Blue Cross Blue Shield NC, and Patrick Mobley, Market President at Evolent Health
- ➔ A Compelling Call to Action: “#DHITsTime - to reimagine how healthcare can be better designed, delivered and experienced in the consumer-driven digital age. This Digital Health Summit is the perfect way to challenge everyone from care providers to CEOs to think innovatively, and collaboratively, to bring new care approaches and experiences to market.” Archelle Georgiou



DR. ARCHELLE GEORGIU
Author +
Thought Leader



LINDA AVEY
CEO, Precise.ly and
Co-founder, 23andMe



DR. GEOFFREY GINSBURG
Founding Director
Duke Center for Applied
Genomics and Precision
Medicine



ALISAH AH COLE, MD
VP & Chief Community
Impact Officer
Atrium Health



CHARLENE FOLEY
Head of Exceptional
Experience
Blue Cross Blue Shield NC



ANDRE BLACKMAN
Founder + CEO
Onboard Health

VISIT DHITGLOBAL.ORG TO SEE FULL HIGHLIGHTS FROM 2018.

TO BECOME A SUMMIT SPONSOR CONTACT SPONSORSHIPS@DHITGLOBAL.ORG



▶ **//** Just wanted to say congrats on an excellent event yesterday. You guys knocked it out of the park! I was so impressed by the quality and professionalism of the entire event. **//**

▶ **//** Congratulations on the Summit! Wonderful job. There was a lot of great feedback from participants. I appreciated having the opportunity to meet some great thought leaders. Kudos to you again! **//**

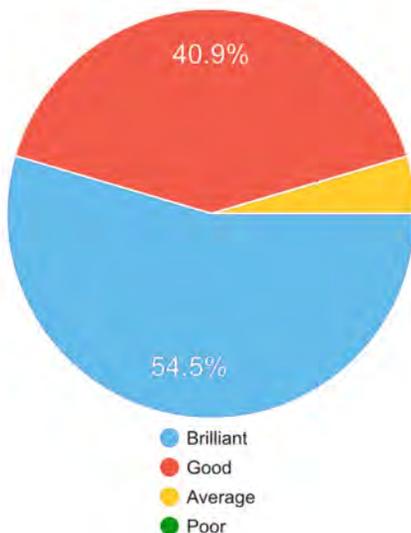
▶ **//** Just wanted to send a quick note about how much I enjoyed the DHIT Summit. It was great seeing all of the energy and enthusiasm to drive change! I made a handful of new connections myself already, and am looking forward to seeing more opportunities to help drive impact. **//**

▶ **//** The Summit was great. Great structure, cool venue, excellent panelists, engaging design workshop. Y'all killed it! **//**

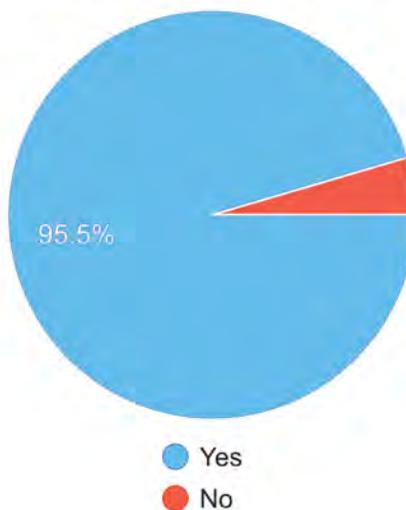
▶ **//** Wanted to drop a quick line and thank you and your team for putting on an absolutely fantastic 1st DHIT Summit! Based on the conversations I had yesterday, I am certainly not the only one that was truly impressed by the event and already look forward to the next DHIT Summit. **//**



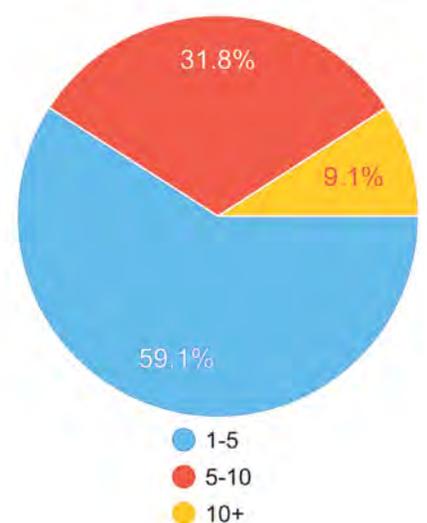
HOW WOULD YOU RATE YOUR EXPERIENCE?



ARE YOU INTERESTED IN ATTENDING NEXT YEAR?



HOW MANY HIGH-VALUE CONNECTIONS DID YOU MAKE?





SPONSORSHIP PACKAGES

DRIVE INNOVATION IN HEALTHCARE and grow your brand as well. Sponsor early for a full year of promotion and engagement through the only connected digital health ecosystem in NC.

The 2019 DHIT Summit represents a unique opportunity to connect with the region’s digital health community and drive awareness and impact across the region. This full-day event will bring together thought leaders from across the health and technology field and is being widely promoted through our partner network including payers, providers, investors, and industry partners.

We have a range of sponsorship packages available from \$5,000 to \$50,000, and work to understand your business goals and align packages to deliver maximum benefit.

- ➔ **Increase brand awareness among the digital health community**
- ➔ **Enjoy breakthrough access to the digital health innovation pipeline**
- ➔ **Position your company as a thought leader and collaborator in the digital health space**
- ➔ **Collaborate with leaders and policymakers to improve legislation affecting the future of healthcare in NC**
- ➔ **Be at the forefront of making NC the best place to live, work and raise a family**
- ➔ **Help drive better health engagement, experience and outcomes for the people, families and communities you serve**





HEADLINE

SPONSORSHIP // \$50K



Become a **Headline Sponsor** and Help Shape the Future of Health

Drive the highest level of awareness and engagement in the run-up to the Summit and beyond with a premium package designed to deliver maximum value. The Headline sponsor will benefit from VIP access and hands-on participation before, during, and after the main event, including a VIP Supper Club featuring thought leaders from across the NC healthcare ecosystem on the eve of the conference.

PACKAGE DETAILS

Summit Steering Committee Member
Panel speaker opportunity
2 VIP Supper Club seats
5 DHIT Summit tickets
Most prominent branding at event
Premium branding on event collateral, program and signage
Company profile on DHIT website
Digital advertising during the event
Social media and outreach promotion
Quarterly blog series on DHIT Digest
Lanyards and name tags branding
Swag bags
Exhibitor package

TO BECOME A SUMMIT SPONSOR CONTACT SPONSORSHIPS@DHITGLOBAL.ORG



CATEGORY

SPONSORSHIP // \$30K

Become a **Category Sponsor** and Drive Thought Leadership and Impact Your Chosen Field

Category Sponsors will benefit from high profile exposure in their chosen field (Technology, Knowledge, Industry, Community, Care, and Big Data), with tailored packages offering the flexibility to customize your level of involvement and exposure as you look to engage demand-side audiences in a specific market segment.

There are six categories to choose from:

Category 1 :: **Technology**

Emerging Technologies Showcase Curator

Showcase emerging technologies from innovators and entrepreneurs across North Carolina to help address gaps in healthcare access and delivery.

CATEGORY LEADER BENEFIT ::
Present the Technology Zone and connect with health tech experts and entrepreneurs

Category 2 :: **Education**

Future of Healthcare Knowledge Creator

Shape the digital health skills and capabilities needed to define and educate the next wave of healthcare talent and leaders.

CATEGORY LEADER BENEFIT ::
Collaborate on developing the first Digital Health Certification Program

Category 3 :: **Industry**

Patient and Consumer Advocate

Pave the way for a more engaged, empowered healthcare consumer in the workplace.

CATEGORY LEADER BENEFIT ::
Host a Consumer Experience Lab showcasing the latest workplace wellness programs



CATEGORY

SPONSORSHIP // \$30K

Category 4 :: Community

Digital Health Community Champion

Understand, connect with, and empower communities to have a stronger voice.

CATEGORY LEADER BENEFIT ::
Collaborate on the creation of a branded community video to be presented at Summit events



Category 5 :: Care

Healthcare for the 21st Century Leader

Help to define a 21st century model of care, including innovative care pathways, payment mechanisms, and organizational efficiencies.

CATEGORY LEADER BENEFIT ::
Provide input into first Digital Health Legislation to be submitted to the NC General Assembly

Category 6 :: Big Data

Healthcare Change Agent

Demonstrate how advanced analytics will translate big data into actionable, real-world insights to improve care delivery and precision health.

CATEGORY LEADER BENEFIT ::
Co-author a branded White Paper for distribution to DHIT audiences and Summit attendees

PACKAGE DETAILS // All Categories
2 VIP Supper Club seat
5 DHIT Summit Tickets
Premium branding on event collateral, program and signage
Company profile on DHIT website
Digital advertising during the event
Social media and outreach promotion
Featured blog on DHIT Digest
Exhibitor package

ADDITIONAL SPONSORSHIP PACKAGES



DIGITAL HEALTH
TECHNOLOGY ZONE

Exhibitor Packages

Starting at \$5,000

The Digital Health Technology Zone will showcase emerging technologies that are driving innovation across clinical care delivery, decision support, big data analytics, patient engagement, and health and wellness, and feature solutions powered by AI, virtual and augmented reality, blockchain, wearables and sensors, and more.



HOSPITALITY
SPONSORSHIP PACKAGES

Supper Club Tuesday Nov. 13th 6-9pm

\$10,000

The DHIT Supper Club, will bring together thought leaders and key stakeholders from across the healthcare innovation ecosystem, including policymakers, payors, providers, investors and senior leadership from biotech, life sciences and health tech industries to discuss ways in which we can all collaborate to accelerate impact and transformation in North Carolina and beyond.

Package includes brand promotion on Summit materials, onsite signage and speaking opportunity at Supper Club. Includes 2 Supper Club invites and 2 Summit tickets.



HOSPITALITY
SPONSORSHIP PACKAGES

DHIT Happy Hour

\$10,000

This popular monthly networking event will close out our inaugural Summit, and afford the opportunity to connect with fellow entrepreneurs and ecosystem partners and discuss the output of the Summit while enjoying local craft beers.

Package includes brand promotion on Summit materials, onsite signage and speaking opportunity at Happy Hour. Includes 2 Summit tickets.



ABOUT DHIT

DHIT Global is a social venture dedicated to driving digital health innovation across the ecosystem and transforming regions into digital health hubs. We bring together diverse stakeholders from the healthcare, technology, investor, research, business and entrepreneurial communities to play a role in accelerating the digital health revolution for the benefit of all.

FOR FURTHER INFORMATION CONTACT SPONSORSHIPS@DHITGLOBAL.ORG