

# DIGITAL HEALTH SUMMIT

FEBRUARY 7-8, 2024  
CHARLOTTE, NC

Accelerating Health  
Innovation Adoption

POWERED BY  
**DHIT**  
Digital Health Institute  
for Transformation

The NCHID Digital Health Summit will bring together an international audience of thought leaders and entrepreneurs from across the healthcare ecosystem here in North Carolina and beyond to explore how early-stage innovators can drive health transformation. This immersive annual event is uniquely designed to share insights and best practices, foster collaboration, and showcase digital health innovation from NC and around the globe. Our goal is to provide innovators with the resources, network, and opportunity to drive meaningful change in how healthcare is designed, delivered and experienced – creating new models of care that will bring the future of health into real-world settings to produce measurable impact.



"The Summit exceeded my expectations. It was well organized, very thoughtful, insightful and I think it left a lasting impact on all the attendees. From the outside it looked like it was flawlessly executed."

— Past Summit Participant

## JOIN US TO

### ↓ LISTEN, LEARN, ACT

Our expert panels will guide innovators through the journey of selling, providing value, measuring outcomes, and collaborating across the ecosystem to deliver real-world impact.

### ↓ NETWORK WITH STAKEHOLDERS

Meet with industry thought leaders, investors, and like-minded innovators as we build Communities of Practice focused on key areas of need.

### ↓ EXPLORE OUR INNOVATION SHOWCASE

Highlighting local innovations and talent to stimulate the ideation and solution design process and matchmaking to support acceleration into market.



## JOIN OUR NCHID ECOSYSTEM

The North Carolina Health Innovation District (NCHID) brings together the 350+ innovation centers and entrepreneurial hubs with a diverse mix of stakeholders from across the ecosystem, including payers, providers, pharma, researchers, policymakers, technologists, investors, and more. The emphasis will be on building Communities of Practice to foster a collaborative environment focused on supporting early-stage ventures who are bringing disruptive technology and solutions to healthcare.



### **PAYORS + PROVIDERS**

Increase awareness of emerging technologies and learn how to improve care quality and health outcomes while reducing costs.



### **HEALTH TECH INVESTORS**

Explore areas of need and increase your digital health investment pipeline.



### **PHARMA + CROs**

Discover opportunities for patient engagement innovation and gathering Real-World Evidence.



### **DIGITAL HEALTH RESEARCHERS + ENTREPRENEURS**

Gain in-depth go-to-market understanding from expert panelists and increase access to funding and pilot opportunities.



### **HEALTHCARE PROFESSIONALS**

Explore the local digital health ecosystem and see how you can bring innovation into your own practice.

## Agenda Highlights

1

### **Integrating Into the Healthcare Ecosystem**

Dive into the complexities and challenges associated with selling digital health solutions into points of care across the healthcare system.

2

### **Innovating the Business Model**

An analysis from health tech investors on what business models drive success and how innovators can focus their efforts in a competitive marketplace.

3

### **Driving Successful Adoption and Usage**

An exploration into considerations to drive adoption of solutions and increase usage.

4

### **Demonstrating Impact**

A discussion on key factors that innovators should consider while measuring and building a case of evidence in order to show demonstrable impact of their solution.

5

### **From Healthcare to Health**

An examination of the current transformation underway, crossing the chasm from healthcare to health (from sick-care to preventive-care), with particular focus on community ecosystems and digital health readiness.



**Plus** internationally renowned keynote speakers, Happy Hour networking opportunities, a pitch competition, matchmaking and more!

## SPONSORSHIP OPPORTUNITIES

# POSITION YOUR BRAND AT THE FOREFRONT OF GLOBAL HEALTH INNOVATION

 CONNECT WITH THE REGION'S DIGITAL HEALTH  
COMMUNITY TO CATALYZE TRANSFORMATION

The 2023 NCHID Summit represents a unique opportunity to establish yourself as a digital health thought leader to key stakeholders across the North Carolina healthcare and innovation ecosystem.

This multi-day event will bring together like-minded individuals 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 \$25,000 and work to understand your business goals and align packages to deliver maximum benefit.

- **Increase** brand awareness across the NC Health Innovation District
- **Position** your company as a thought leader and collaborator in the digital health space
- **Fuel** our Communities of Practice with insights and enterprise knowledge
- **Help** drive better health engagement, experience, and outcomes for the people, families, and communities you serve
- **Be at the forefront** of a movement to make NC the healthiest place to live, work, and raise a family



# SPONSORSHIP OPPORTUNITIES

**\$25K**

## PLATINUM SPONSOR

Drive the highest level of engagement by leading the 2023 NCHID Summit to deliver maximum value.

The Platinum Sponsor will benefit from VIP access and hands-on participation before, during, and after the event, including a VIP Supper Club featuring thought leaders from across the NC and global healthcare ecosystem on the eve of the conference.

### Package Details

- Panel speaker and hosting opportunities
- 4 VIP Supper Club seats
- 8 Summit tickets
- Premium branding on:
  - Summit white paper
  - Event collateral, program, and signage
  - Digital advertising during the event
  - Lanyards and name tags branding
- Social media and outreach promotion
- Premium listing on NCHID Collaboration Platform

**\$15K**

## GOLD SPONSOR

Gold Sponsors will benefit from high profile exposure in their chosen field 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.

### Package Details

- Panel speaker opportunity
- 2 VIP Supper Club seats
- 5 Summit tickets
- Branding on:
  - Summit white paper
  - Event collateral, program, and signage
  - Digital advertising during the event
- Social media and outreach promotion
- Listing on NCHID Collaboration platform

**\$10K**

## SUPPER CLUB SPONSOR

The NCHID Supper Club will bring together speakers, sponsors, and key stakeholders from across the healthcare innovation ecosystem to enjoy a special intimate Summit kick-off dinner 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 4 Supper Club invites and 2 Summit tickets.

**\$5K**

## HAPPY HOUR SPONSOR

This popular monthly networking event will close out our inaugural NCHID 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 1 Supper Club invite and 2 Summit tickets.

**TO BECOME A SUMMIT SPONSOR  
CONTACT [INFO@DHITGLOBAL.ORG](mailto:INFO@DHITGLOBAL.ORG)**

## AGENDA | FEBRUARY 7

**8:00 - 8:45**

BREAKFAST + REGISTRATION

**8:45 - 9:00**

WELCOME + OPENING REMARKS

**9:00 - 9:40**

FIRESIDE CHAT: INVESTING IN HEALTH AND TRANSFORMING HEALTHCARE

**9:45 - 10:45**

**SESSION 1**

INTEGRATING INTO THE HEALTHCARE ECOSYSTEM

*Dive into the complexities and challenges associated with selling digital health solutions into points of care across the healthcare system.*

**10:45 - 11:45**

**SESSION 2**

INNOVATING THE BUSINESS MODEL

*An analysis from health tech investors on what business models drive success and how innovators can focus their efforts in a competitive marketplace.*

**11:45 - 12:30**

**SESSION 3**

DRIVING SUCCESSFUL ADOPTION AND USAGE

*An exploration into considerations to drive adoption of solutions and increase usage.*

**12:30 - 1:45**

LUNCH + NETWORKING OPTIONS

- Go to Market Workshop
- Nursing Simulation Lab Tour
- Lunch with Session Panelists
- Open Networking

**1:45 - 2:45**

**SESSION 4**

DEMONSTRATING IMPACT

*A discussion on key factors that innovators should consider while measuring and building a case of evidence in order to show demonstrable impact of their solution.*

**2:45 - 3:45**

**SESSION 5**

FROM HEALTHCARE TO HEALTH

*An examination of the current transformation underway, crossing the chasm from healthcare to health (from sick-care to preventive-care), with particular focus on community ecosystems and digital health readiness.*

**3:45 - 4:00**

BREAK

**4:00 - 4:45**

CLOSING TED TALK ON THE FUTURE OF HEALTH

**4:45 - 5:00**

WRAP UP

**5:30 - 7:30**

HAPPY HOUR + NETWORKING

## AGENDA | FEBRUARY 8

**9:00 - 10:00**

PITCH BREAKFAST

*Hear from the top Digital Health Startups in North Carolina and participate in the discussion of market entry and growth.*

**10:00 - 12:30**

MATCHMAKING

*Stakeholders, Buyers, and Investors are invited to join the Innovators in a closed session for collaboration and opportunity discussions.*



# FEATURED SPEAKERS



**KIM BAICH, JD**  
Chief Diversity & Health  
Equity Officer  
**PAN Foundation**



**ANNE LORD BAILEY,  
PHARM D, BCPS**  
Executive Director,  
Strategic Initiatives Lab  
**U.S. Department of  
Veterans Affairs**



**FABRICE BRUNET, MD**  
President and CEO  
**QIS**



**JENNIFER D'ANGELO,  
MSHCM**  
Senior Vice President and  
General Manager  
**New Jersey Innovation  
Institute**



**LINDSAY DENEAULT,  
MBA**  
AVP, Partnership  
Development  
**Atrium Health**



**DAN DODSON, MBA,  
MSMI**  
System Director  
**Digital Health and  
Innovation at UNC Health**



**SPENCER DORN, MD**  
Vice Chair & Professor of  
Medicine  
**UNC-Chapel Hill**



**SALLY FRANK, MBA**  
Worldwide Lead  
**Microsoft for Startups**



**CINDY HALLBERLIN, JD**  
Chair of the Summit &  
Head of Partnerships  
**DHIT**



**KIMBERLY HAMES,  
MBA**  
Engagement Director  
**Deloitte Digital**



**DON JONES, JD, MBA**  
Operating Partner, Takeda  
Ventures  
**Takeda Ventures**



**MICHAEL LEVY, MBA**  
CEO  
**DHIT**



**KATHY MALAS, MPO**  
Chief Research, Learning,  
Innovation and AI Officer  
**CISSS de la Montérégie-  
Ouest**



**JENNIFER  
MCCAFFERTY-  
FERNANDEZ, PHD**  
Senior Vice President  
**Nicklaus Children's Health  
System**



**COREY MERCY, PHD**  
Head of Delivery  
Excellence  
**Google**



**AUSTIN WALTERS, MBA**  
Founder & Managing Partner  
**SpringTide Ventures**



## CORPORATE PACKAGES

NCHID is now offering  
Corporate Packages for the  
Annual Digital Health Summit.

1

Buy 3  
Get 1 free

2

Buy 5  
Get 2 free

3

Buy 7  
Get 3 free  
& recognized as a  
Community Sponsor

For Corporate Package sales and information, please contact  
[Michael@dhitglobal.org](mailto:Michael@dhitglobal.org)