

# WESTERN PAHHS

2014

## WESTERN HEALTHCARE PA SUMMIT

A NEW ERA OF  
HEALTHCARE  
ADMINISTRATION,  
FINANCE, &  
INFORMATION  
TECHNOLOGY

Brought to you by:



November 18, 2014  
8:00 AM to 5:30 PM

Regional Learning Alliance  
850 Cranberry Woods Drive  
Cranberry Township, PA 16066

# WESTERN PAHS 2014

## WESTERN HEALTHCARE PA SUMMIT

### What is PAHS?

The Western Pennsylvania Healthcare Summit (PAHS) is a one day summit produced by Pittsburgh's four leading healthcare business organizations including American Association for Healthcare Administration (AAHAM), American College of Healthcare Executives (ACHE), Healthcare Financial Management Association (HFMA), and Healthcare Information Management Systems Society.

### Why sponsor?

By sponsoring PAHS, you will be honored as the first sponsors of an annual summit uniting Pittsburgh's leading non-profits which provide on-going education to our community. As a sponsor, you will receive either two or four complimentary registration passes ensuring your organization has access to a broad audience of attendees ranging from business office personnel to c-suite staff. An opportunity not commonly available.

### 2014 Agenda

The 2014 PAHS agenda will feature three distinct tracks tentatively comprised of Patient Engagement, Data Analytics, and Telemedicine. Speakers include:

- Mark Brennan, Partner, Hogan Lovells US LLP
- Renee Carolyn, Press Ganey
- Andrew S. Cohen, Kaufman Hall
- Pietro Ferrara, UPMC Payer Provider Programs
- Wolfgang Fink, Ph. D., Associate Professor, Dept. of Biomedical Engineering, University of Arizona
- Lenel James, Blue Cross Blue Shield
- Dr. Ron Poropatich, MD, Executive Director, Center for Military Medicine Research University of Pittsburgh
- Suntharalingam Sivagajen(gaj), Blue Button Presidential Innovation Fellow, Office of the National Coordinator

*And many more...*

#### Keynotes:

- Kevin Brennan, Chief Financial Officer, Geisinger
- Denis Lukes, Vice President of Finance, Hospital Council of Western Pennsylvania
- Paul A. Miller, Lobbyist, Miller/Wenhold Capitol Strategies

# SPONSORSHIP Opportunities

## **Diamond** Sponsor (3 Opportunities Available)

**\$2,000.00**

- Breakfast, Morning Break or Afternoon Break Sponsorship
- One Introduction of Session Speaker
- One Lunch Table Sponsorship
- Distribution of Promotional Materials
- Recognition within Conference Program
- Four (4) Complimentary Registration Passes

## **Turquoise** Sponsor (16 Opportunities Available)

**\$500.00**

- One Lunch Table Sponsorship
- Distribution of Promotional Materials
- Recognition within Conference Program
- Two (2) Complimentary Registration Passes

## **Gift Raffle** Sponsor

**\$250.00**

- Distribution of Promotional Materials
- Recognition with Gift Presentation

### **Providers Only**

Secure  
**discounted  
registration rates  
& promote  
your facility.**

## **Group Registration Package**

- Ten (10) individual registration passes
- Distribution of promotional materials
- Recognition within conference program

**\$1,000.00**

## **Questions?**

Contact  
Allison Simmons at  
wphfma@gmail.com

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# SPONSORSHIP Form



**Interested in sponsoring?** Please complete the following form or visit <http://www.wphfma.org/event-calendar> and follow the links to submit payment online.

1. Sponsorship Level:	Cost	Quantity	Subtotal
Diamond Sponsorship	\$2,000.00	_____	_____
Turquoise Sponsorship	\$500.00	_____	_____
Gift Raffle Sponsorship	\$250.00	_____	_____
Group Registration Package (Providers Only)	\$1000.00	_____	_____
<b>Total Enclosed</b>			_____

## 2: Company Information

Company \_\_\_\_\_

Website \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

## Forms of Payment

Accepting all major forms of credit card including Visa, Mastercard, American Express and Discover; as well as, checks. If you are paying by check, please  
**MAKE CHECKS PAYABLE TO:**  
 "Healthcare Financial Management Association - Western Pennsylvania Chapter".

**Would you like to submit payment online?**

Visit <http://www.wphfma.org/event-calendar> and follow the links to submit payment online.

## 3: Payment Information

Payment Type:     Visa                       Mastercard     Amex                       Discover                       Check  
(Circle One)

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

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By providing your signature, you hereby acknowledge and authorize the Healthcare Financial Management Association - Western Pennsylvania Chapter to charge your credit card the amount listed as "Total Enclosed".

# SPONSORSHIP Form

(Continued)



### 3: Payment Information

(Continued)

Billing Address: \_\_\_\_\_  
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### 4: Form Submission

Once completed, please submit the form to:

**Allison Simmons, Programs Committee**  
**Western Pennsylvania Healthcare Summit**  
**76 Park Avenue**  
**Pittsburgh, PA 15229**

OR Email this form to:  
**wphfma@gmail.com**

### Sponsorship Materials and Promotional Items

Please submit the following materials no later than November 6, 2014. If materials are submitted after this date, we cannot guarantee they will be distributed during the program.

- Company Logo in Adobe Illustrator format (.eps or .ai)
- Description of services or software (no more than 150 words)
- Promotional Materials including pens, highlighters, sticky notes, brochures, etc.

Please send all materials to Allison Simmons at:

WPHFMA@gmail.com

AND

Allison Simmons, Programs Committee  
Western Pennsylvania Healthcare Summit  
76 Park Avenue  
Pittsburgh, Pennsylvania 15229