

## HIMSS Medical Banking Project

### G7 Sponsorship Program

#### *Introduction*

The new HIMSS MBProject now forms a unified platform for educating banking and financial institutions about how to successfully approach the complex healthcare arena. A cornerstone of this effort is designing a healthcare financial network that is efficient, transparent and easy to use across all stakeholders. Today's system is siloed, complex and inefficient, even as new functions emerge in the landscape (mHealth, integrated card-programs, STP, etc).

To address this state of affairs requires the creation of a *neutral platform* of key industry stakeholders who use the platform in everyday operations. They are the best candidates to envision the preferred future state of a healthcare financial network (Network).

HIMSS MBProject is non-profit, cause-based organization that provides a neutral platform for key stakeholder involvement in this critical area. We believe that if we create efficient channels for the Network *we will save \$35 billion annually* and place much of this new value back into the hands of providers for charity and/or indigent care. In addition, a new generation of profitable digital tools will emerge to support this vital ecosystem.

#### *The Educational Platform*

HIMSS MBProject will invite four key stakeholder groups (7 in each group – thus 'G7 Strategy') – providers, payers, banks and employers – to participate in a multi-year collaborative. This Roundtable will meet 3-4 times annually to address specific issues in the Network.

Our agenda includes: fraud and abuse, paper inefficiency, true standards adoption, 5010/ICD10 impacts, mHealth applications, consumer-driven healthcare, account-based health plans (HSA, FSA, etc), real time payment processing, point of service innovations in retail healthcare, medical tourism and more (see the G7 Agenda).

To support this effort, we are creating a new G7 Sponsorship Program (pre-requisite: HIMSS Diamond Member). The G7 Sponsorship Investment is \$50,000 per year for three years.

#### *Benefits*

<i>Benefit Description</i>	<i>Estimated Annual Value</i>
All Diamond Benefits (please see the HIMSS membership benefits)	\$25,000
<b>AGENDA INPUT</b> >>> Our G7 Roundtables will involve a detailed review of issues prior to agenda creation. We will invite the feedback and participation of all G7 Sponsors in our Agenda development process. A draft of our Agenda items is found on our G7 collateral (attached).	<i>(hard to estimate)</i>
<b>WEBINAR</b> >>> marketed by HIMSS to correct constituencies. Sponsor of one webinar per year focused on an industry issue. Each webinar will be jointly produced in terms of content to provide optimum impact.	15,000
<b>RECOGNITION</b> >>> at the Institute and Leadership Forums (both events)	8,500

occur once per year). G7 Members automatically receive Gold Sponsorship packages and can buy up to Platinum. Gold Sponsorship includes 3 registrations, sponsor of lunch, logo in Program Guide Cover and Poster Boards recognition. In addition, all G7 Members will receive honorable mention in a special section of the Program Guide.	
<b>MORE RECOGNITION &gt;&gt;&gt;</b> Recognition at all G7 meetings (3-4 times per year); including website, materials and press statements that incorporate G7 sponsor listings. Also prominent recognition with logos in G7 deliverables (Industry Requirements & Briefs prepared after each meeting).	7,500
<b>STRATEGY REVIEW &gt;&gt;&gt;</b> Each year, John Casillas will visit place of business (up to 4 hours per visit for the 3 year commitment) to discuss strategic direction within the context of the industry. Visits must be scheduled at least 3 months in advance. Must limit discussion to issues that do not require a Non-Disclosure Agreement. Expense allotment: \$200 per diem inclusive of food and lodging. Amounts over this will be billed to member.	5,000
<b>HIGH VALUE EXPOSURE &gt;&gt;&gt;</b> Can select two issues per year to present at two G7 meetings. Issues must be reviewed by HIMSS MBProject, approved and scheduled at least 3 months prior to presentation. Power point presentations must be pre-approved at least 4 weeks prior to each G7 meeting. The G7 Agenda may be amended from time to time based on the results of the previous meetings. A final Agenda will be posted on the HIMSS MBProject website and circulated to all G7 Members.	5,000
<b>AWARENESS &gt;&gt;&gt;</b> Advertisement placed in “The Banking & Financial Edge” eNewsletter 2 times per year. 2010 Circulation: 5,700 opt in emails representing top level decision makers.	2,500
<b>REGISTRATIONS &gt;&gt;&gt;</b> Two (2) registrations to the annual Medical Banking Leadership Forum, an “R&D Lab” for corporations to compare notes with colleagues, engage in new, facilitated thinking in this emerging area. Offers high value networking opportunities.	1,000
<b>EXHIBIT BOOTH DISCOUNT &gt;&gt;&gt;</b> 10% discount for exhibit space in the Medical Banking Pavilion at the annual HIMSS conference. Value based on size of exhibit. Minimum value is entered here.	\$370
<b>TOTAL ESTIMATED VALUE</b>	<b>\$69,870</b>