JOIN NAHDO IN PROMOTING THE COLLECTION, ANALYSIS, AND DISSEMINATION OF HEALTH DATA
STRATEGIC PARTNERSHIP PROGRAM

About NAHDO and the APCD Council

NAHDO serves the interests of health data organizations, academic institutions, policy makers, healthcare systems, payers, and many others that have a common interest in the availability of high quality and timely health data to inform questions of cost, quality, and access to care.

Over the past decade or more, many states have expanded their reporting systems to include All-Payer Claims Databases (APCDs). To support those activities, NAHDO and the University of New Hampshire’s Institute for Health Policy and Practice administer the APCD Council, a national learning collaborative.

NAHDO is a member-driven organization that also relies on financial support from select partners and sponsors at various levels. We are very appreciative of this support and thank you for your interest.

The Strategic Partnership Program

While corporations can join NAHDO as a member, we hope you will consider the added benefits of being a strategic partner.

Strategic partnerships include:

- All the benefits of Sustaining Membership
- Sponsorship of the APCD Council
- Higher levels of recognition, networking, and custom benefits
- Exposure as a conference sponsor

This program makes it easy for corporations and other entities to support NAHDO’s mission at an appropriate level.

Conference Sponsorship

If a strategic partnership or membership is not right for your organization, please consider becoming a sponsor at our annual conference. This prospectus outlines and compares the benefits of the various opportunities.
SUSTAINING MEMBER BENEFITS

Strategic partners are members in full standing and receive the following benefits.

**Direct Mission Support**

- Your membership supports NAHDO’s core mission to promote the collection, analysis, and dissemination of health data

**Education & Technical Assistance**

- Receive technical assistance for data collection, analysis and use from NAHDO and other experts
- Receive frontline information on national and local health policies and practices
- Learn about innovative health data reporting practices
- Participate in quality educational events: Educational webinars and events
  - Members only forums and learning networks
- Discounted annual conference pricing
- Access to NAHDO Library:
  - State data agency profiles
  - White papers
  - Tool kits and guides
- Subscription to NAHDO e-newsletters
- APCD-CDL™ support and contribution

**Guiding Innovations in Health Data**

- Learn about innovations:
  - Emerging information sources
  - Emerging technologies (FHIR data linkage, big data tools)
  - Emerging issues & themes (Opioids, COVID-19)
- Participate in collaborative environments

**Networking & Professional Visibility**

- Become part of a national network of health data experts
- Leadership opportunities:
  - Eligible to serve on board of directors
  - Lead NAHDO committees and role-based sub-groups
- Opportunities to assist in the development and presentation of national testimony and comments
- Participate as presenter in NAHDO-sponsored events
- Access to job postings
- Participate in role-based user groups:
  - Operations Managers (APCD, Discharge data, etc.)
  - Database Admins
  - Analysts

**Advocacy**

- Advocacy for health data policies at the state and national levels
- Participate in developing joint responses to federal proposals affecting state and private data systems
- Direct input into national standards: NUBC, NUCC, ASC X12N
- Opportunity to represent NAHDO in national expert panels, task forces, and local testimony
### Strategic Partnership Benefits

<table>
<thead>
<tr>
<th></th>
<th>Collaborating Partner</th>
<th>Featured Partner</th>
<th>Contributing Partner</th>
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<tbody>
<tr>
<td><strong>Sustaining Membership ($4,000 Value)</strong></td>
<td>Included</td>
<td>Included</td>
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<tr>
<td><strong>Strategic Partnership Recognition</strong></td>
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<tr>
<td>Recognition as a Strategic Partner in NAHDO’s E-newsletters</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Enhanced Networking</strong></td>
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<tr>
<td>Opportunity for Personal Introductions to at least five NAHDO Members during Annual Conference or By Phone/Email at Other Times</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Three Social Media Mentions Each Quarter</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Sponsor and Introduce one NAHDO or APCD Council Webinar per Year</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Receive Personal Notification of RFPs for State Data Systems</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Access to NAHDO’s Membership Mailing List for One Year</td>
<td>✓</td>
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<tr>
<td><strong>Custom Benefit to Support Common Interests with NAHDO Priorities</strong></td>
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<tr>
<td>Discuss Your Organization’s Priorities with NAHDO Executive Director and Director of Projects</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Explore a Critical or Emerging Issue with NAHDO Staff</td>
<td>✓</td>
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<tr>
<td>Use NAHDO Resources to Inform Potential Solutions or Understanding</td>
<td>✓</td>
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<tr>
<td>NAHDO-Produced White Paper, Webinar, Blog Post, Tool Kit or Other Member Support Opportunity</td>
<td>✓</td>
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<tr>
<td>Presentation of Your Product, Services, or Work at a NAHDO-Sponsored Webinar</td>
<td>✓</td>
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<tr>
<td><strong>Annual Conference Benefits</strong></td>
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<tr>
<td>Complimentary Registration</td>
<td>Three</td>
<td>Two</td>
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<tr>
<td>Discounted Registration</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
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<tr>
<td>Recognition as a Strategic Partner from the Podium</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Included Conference Sponsor Package</td>
<td>Terabyte $7,500 Value</td>
<td>Gigabyte $5,000 Value</td>
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<tr>
<td>Complimentary Use of Meeting Space during Conference (Subject to Availability)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Priority Choice of Premium Sponsorships</td>
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WHAT TO EXPECT
The latest information on health data initiatives, innovations in analytics, and public reporting.

FULLY VIRTUAL SESSIONS
A historic first for NAHDO! Attendees will be able to participate in up to four sessions per day, two days per week spread over two weeks.

ATTENDEES
A variety of perspectives: health data organization leaders and analysts, data users, private entities that provide support to health data organizations, and policy makers.

SESSIONS
24 sessions will feature dozens of prominent individuals from the field of health data who will address the state of the art in health data.

SIX FOCUS AREAS
Bridging data and policy, improving data quality, using data to contain costs, building a broader vision of healthcare data, privacy and security, and improving and expanding analytics.

NETWORKING
Take advantage of new opportunities to build your network.
### Annual Conference Sponsorship Opportunities and Benefits

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<thead>
<tr>
<th></th>
<th>Petabyte</th>
<th>Terabyte</th>
<th>Gigabyte</th>
<th>Megabyte</th>
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<tbody>
<tr>
<td><strong>Complimentary Registration</strong></td>
<td>Four</td>
<td>Two</td>
<td>Two</td>
<td>Two</td>
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<tr>
<td><strong>Discounted Registration</strong></td>
<td>Unlimited</td>
<td>Unlimited</td>
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<tr>
<td><strong>Company Name and Logo on Screen at the Beginning of Sessions</strong></td>
<td>All Sessions</td>
<td>Daily Opening Plenary Sessions</td>
<td>Daily Opening Plenary Sessions</td>
<td>Daily Opening Plenary Sessions</td>
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<tr>
<td><strong>Access to Virtual Exhibit Hall (Setup Fee May Apply)</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Swag Box Sponsorship (See Details Below)</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Recognition on Conference Website</strong></td>
<td>Name, Logo and Web Link</td>
<td>Name, Logo and Web Link</td>
<td>Logo</td>
<td>Logo</td>
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<tr>
<td><strong>Recognition on Agenda at-a-Glance</strong></td>
<td>Name and Logo</td>
<td>Name and Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td><strong>Access to Pre/Post Conference Attendee List</strong></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>One-Time Virtual Table Drop – Your Electronic Material Sent by NAHDO to All Attendees at Specific Time</strong></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Access to Premium Sponsorships</strong></td>
<td>✓</td>
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<tr>
<td><strong>Invitation to Moderate a Session</strong></td>
<td>✓</td>
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<tr>
<td><strong>Scholarships in Your Name for Public Members</strong></td>
<td>Up to $2,500</td>
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<tr>
<td><strong>Choice of Up to Two À La Carte Sponsorships ($2,000 or Less)</strong></td>
<td>✓</td>
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### À La Carte Sponsorships

No minimum or package sponsorship is required to sponsor À-La-Carte items.

<table>
<thead>
<tr>
<th><strong>Premium Sponsorship Opportunities</strong></th>
<th><strong>General Sponsorship Opportunities</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Reserved for Terabyte or Petabyte Sponsors and Featured or Collaborating Partners</strong></td>
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<tr>
<td>$2,500 Elliot M. Stone Award Sponsor</td>
<td>$1,000 Host an After-Hours Networking Event (maximum of four per event)</td>
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<tr>
<td>$2,000 Innovation in Data Dissemination Award Sponsor</td>
<td>$1,000 Meeting Portal Sponsor (no maximum)</td>
</tr>
<tr>
<td>$1,500 Plenary Sponsor* – Opening Remarks and Welcome</td>
<td>$1,000 Plenary Sponsor* – Bridging Data and Policy</td>
</tr>
<tr>
<td>$1,500 Opening Plenary Sponsor* – Day 2, 3, or 4</td>
<td>$500 Concurrent Session Sponsor*</td>
</tr>
<tr>
<td>$500 Swag Box Sponsor – Your promotional item (produced at your cost) will be shipped to each registered attendee. Minimum of four sponsors, open until box space is full.</td>
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*All session sponsorships include recognition by session host or opportunity to introduce the session (up to 3 minutes)
APPLICATION

COMPANY INFORMATION
Company Name: ________________________________
Address: ______________________________________
City: ___________________ State: ___________ ZIP: __________________
Website: ________________________________

CONTACT PERSON
Name: ________________________________ Title: ________________________________
Telephone: _____________________________ Email: ________________________________

PAYMENT OPTIONS
Total Amount Due: ________________________________
○ Check
  Make check payable to NAHDO and mail to
  965 E Center St.
  Provo, Utah 84606

○ Please send me an invoice
  Name: ________________________________
  Address: ________________________________
  City/State/ZIP: ________________________________

○ Credit card (surcharge of up to 4% may apply)
  Please contact us for details on credit card payment

MEMBERSHIP • PARTNERSHIP
○ Collaborating Partner $12,500
○ Featured Partner $8,000
○ Contributing Partner $5,000
○ Sustaining Member $4,000

CONFERENCE SPONSORSHIP
○ Petabyte $10,000
○ Terabyte $7,500
○ Gigabyte $5,000
○ Megabyte $2,500

À LA CARTE SPONSORSHIP
Your Selection(s):
________________________________________
________________________________________
________________________________________

PLEASE RETURN COMPLETED APPLICATION TO
Email: info@nahdo.org
Mail: NAHDO, 965 E Center Street, Provo, Utah 84606
For more info call Norm Thurston, 801-477-5348