

NATIONAL ASSOCIATION OF HEALTH DATA ORGANIZATIONS

Improving Health Care Data Collection and Use Since 1986



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



STRATEGIC PARTNERSHIP PROGRAM

About NAHDO and the APCD Council

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

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. Currently, NAHDO has 51 institutional members. For a full list see nahdo.org/member-list.

The APCD Council is a program of NAHDO in partnership with the University of New Hampshire's Institute for Health Policy and Practice. The APCD Council is a learning network that convenes an expanding group of government, private, non-profit, and academic organizations interested in the development and deployment of state or regional APCDs.

The Strategic Partnership Program

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

Strategic partnerships include:

- All the benefits of being a NAHDO Sustaining Member are included
- Higher levels of recognition, networking, and custom benefits exclusive to NAHDO strategic partners
- Exposure as a conference sponsor with included sponsorship benefits

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



Join NAHDO Today!

The National Association of Health Data Organizations (NAHDO) is the **only** national association dedicated to improving the collection and use of healthcare data for policy, market, and research uses. Members have access to a national network of experts and leaders in the collection and use of healthcare data. Our member roster includes state agencies and health data organizations, provider associations, health data consultants and vendors, academic and other researchers, and others interested in promoting the proper use of health data.

Membership dues support NAHDO's mission of promoting the collection, analysis, and dissemination of health data.

NAHDO Membership Dues & Benefits

<i>Sustaining Member - Public Sector</i>	<i>Sustaining Member - Private Sector</i>
\$3,500 annually	\$4,000 annually

Education & Technical Assistance

- Members receive expert technical assistance for data collection, analysis, and use.
- NAHDO provides frontline information on national and local health policy and practice.
- Members participate in collaborative environments.
- NAHDO supports the implementation and maintenance of the APCD-CDL™.

Networking & Professional Visibility

- Join a national network of health data experts.
- Be a presenter in NAHDO-sponsored events.
- Member-only opportunities include board of directors, committees, and role-based user groups.
- Unlimited discounted registrations at conferences and events
- Access to sponsor packages, including complimentary registrations and priority access to benefits.

2022 Conferences and Events

- In-Person Networking Event, Seattle, May 10-11, 2022
- Spotlight Series, Health Equity and Disparities, Monthly online activities, May-September 2022
- Bimonthly Hot Topic Webinar Series
- 37th Annual Conference, Virtual Event, October 2022

Advocacy

- NAHDO helps members advocate for improved health data policies at the state and national levels.
- Members participate in developing responses to federal proposals.

Current Member Testimonials

Leanne Candura, Human Services Research Institute:

- *NAHDO provides value by keeping us informed on what is happening across health data organizations and creates opportunities for us to engage on particular issues that impact our work, such as standards for data submissions and data quality.*

Carl Letamendi, Utah Office of Health Care Statistics

- *Through NAHDO membership, Utah is able to stay abreast of APCD news/happenings outside of the state. Engagement and support, through having a platform to connect with other health data organizations. Thanks to NAHDO, we are able to learn about the nuances of federal funding opportunities that we may have not otherwise known about.*

Learn More about NAHDO!

801-532-2299 info@nahdo.org @NAHDOnews nahdo.org/membership

<https://www.linkedin.com/company/nahdo/>

STRATEGIC PARTNERSHIP BENEFITS

	Collaborating Partner \$12,500	Featured Partner \$8,000	Contributing Partner \$5,000
SUSTAINING MEMBERSHIP (\$4,000 VALUE)	INCLUDED	INCLUDED	INCLUDED
STRATEGIC PARTNERSHIP RECOGNITION			
DISPLAY COMPANY LOGO, DESCRIPTION AND WEB LINK ON WWW.NAHDO.ORG, WWW.APCDCOUNCIL.ORG, AND WWW.APCDSHOWCASE.ORG	✓	✓	✓
RECOGNITION AS A STRATEGIC PARTNER IN NAHDO'S E-NEWSLETTERS	✓	✓	✓
ENHANCED NETWORKING			
OPPORTUNITY FOR PERSONAL INTRODUCTIONS TO AT LEAST FIVE NAHDO MEMBERS DURING ANNUAL CONFERENCE OR BY PHONE/EMAIL AT OTHER TIMES	✓	✓	✓
SPONSOR AND INTRODUCE ONE NAHDO OR APCD COUNCIL WEBINAR PER YEAR	✓	✓	
RECEIVE PERSONAL NOTIFICATION OF RFPs FOR STATE DATA SYSTEMS	✓	✓	
ACCESS TO NAHDO'S MEMBERSHIP MAILING LIST FOR ONE YEAR	✓		
CUSTOM BENEFIT TO SUPPORT COMMON INTERESTS WITH NAHDO PRIORITIES			
DISCUSS YOUR ORGANIZATION'S PRIORITIES WITH NAHDO EXECUTIVE DIRECTOR AND DIRECTOR OF PROJECTS	✓	✓	
EXPLORE A CRITICAL OR EMERGING ISSUE WITH NAHDO STAFF	✓	✓	
USE NAHDO RESOURCES TO INFORM POTENTIAL SOLUTIONS OR UNDERSTANDING	✓	✓	✓
NAHDO-PRODUCED WHITE PAPER, WEBINAR, BLOG POST, TOOL KIT OR OTHER MEMBER SUPPORT OPPORTUNITY	✓		
PRESENTATION OF YOUR PRODUCT, SERVICES, OR WORK AT A NAHDO-SPONSORED WEBINAR	✓		
ANNUAL CONFERENCE BENEFITS			
COMPLIMENTARY REGISTRATION	THREE	TWO	
DISCOUNTED REGISTRATION	UNLIMITED	UNLIMITED	UNLIMITED
RECOGNITION AS A STRATEGIC PARTNER FROM THE PODIUM	✓	✓	✓
INCLUDED CONFERENCE SPONSOR PACKAGE (SEE BELOW FOR DETAILS)	TERABYTE \$7,500 VALUE	GIGABYTE \$5,000 VALUE	
COMPLIMENTARY USE OF MEETING SPACE DURING CONFERENCE (SUBJECT TO AVAILABILITY)	✓	✓	
PRIORITY CHOICE OF PREMIUM SPONSORSHIPS	✓		



PUTTING HEALTHCARE DATA TO WORK

NAHDO 37TH ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

If a strategic partnership or membership is not right for your organization, please consider becoming a sponsor at our annual conference.

WHAT TO EXPECT

The latest information on health data initiatives, innovations in analytics, and public reporting.

FULLY VIRTUAL SESSIONS

In 2021, **500** people participated in our fully virtual conference. We look forward to replicating that success again in 2022. Attendees will be able to participate in five sessions per day for three days.

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

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

SEVEN FOCUS AREAS

(1) Health Equity and Disparities, (2) Data Governance – Protecting Patient Privacy, (3) Data linkage, (4) Efforts to Ease the Sharing of Data, (5) The Impacts of COVID-19 on Data and Data Usage, (6) National and State Trends and Priorities, (7) Using Data to Catalyze Change

NETWORKING

Take advantage of new opportunities to build your network.

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES AND BENEFITS

	PETABYTE \$10,000	TERABYTE \$7,500	GIGABYTE \$5,000	MEGABYTE \$2,500
COMPLIMENTARY REGISTRATION	FOUR	TWO	TWO	TWO
DISCOUNTED REGISTRATION	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
COMPANY NAME AND LOGO ON SCREEN AT THE BEGINNING OF SESSIONS	ALL SESSIONS	DAILY OPENING PLENARY SESSIONS	DAILY OPENING PLENARY SESSIONS	DAILY OPENING PLENARY SESSIONS
ACCESS TO VIRTUAL EXHIBIT HALL	✓	✓	✓	✓
RECOGNITION ON CONFERENCE WEB SITE	NAME, LOGO AND WEB LINK	NAME, LOGO AND WEB LINK	LOGO	LOGO
RECOGNITION ON AGENDA AT-A-GLANCE	NAME AND LOGO	NAME AND LOGO	NAME	NAME
ACCESS TO PRE/POST CONFERENCE ATTENDEE LIST	✓	✓		
ONE-TIME VIRTUAL TABLE DROP – YOUR ELECTRONIC MATERIAL SENT BY NAHDO TO ALL ATTENDEES AT SPECIFIC TIME	✓	✓		
ACCESS TO PREMIUM SPONSORSHIPS	✓	✓		
INVITATION TO MODERATE A SESSION	✓			
SCHOLARSHIPS IN YOUR NAME FOR PUBLIC MEMBERS	UP TO \$2,500			
CHOICE OF UP TO TWO À LA CARTE SPONSORSHIPS (\$2,000 OR LESS)	✓	✓	✓	

À-LA-CARTE SPONSORSHIPS

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

PREMIUM SPONSORSHIP OPPORTUNITIES	GENERAL SPONSORSHIP OPPORTUNITIES
Reserved for Terabyte or Petabyte Sponsors and Featured or Collaborating Partners \$2,500 Elliot M. Stone Award Sponsor \$2,000 Innovation in Data Dissemination Award Sponsor \$1,500 Plenary Sponsor* – Opening Remarks and Welcome & Opening Plenary Session \$1,500 Daily Opening Plenary Sponsor* – Day 2 or 3	\$1,000 Host an After-Hours Networking Event \$1,000 Meeting Portal Sponsor (no maximum) \$1,000 Plenary Session Sponsor* <i>Opening Day Keynote</i> <i>Special Plenary Event – Late Breaking Topics</i> <i>Closing Plenary</i> \$500 Concurrent Session Sponsor*

*All session sponsorships include recognition by session host or opportunity to introduce the session (up to 3 minutes)



IN-PERSON WORKSHOP SPONSORSHIP OPPORTUNITIES

May 10-11, 2022
Seattle, Washington

WHAT TO EXPECT

NAHDO is hosting a workshop with several topic-driven sessions designed to build networks of people working on solutions to some of the current challenges facing health data organizations.

Attendees will experience the following:

- Make connections with other attendees that have similar interests, face similar challenges, or that can provide solutions to issues
- Understand how others view the issues discussed in the workshop
- Identify new opportunities and solutions to challenges or issues

ATTENDEES

Everyone working with administrative healthcare data is invited, including program directors and managers, data and policy analysts, consultants and advisers, researchers, and database administrators.

FORMAT

Each workshop session will last approximately 80 minutes and will be designed to maximize personal interaction.

LOCATION

We will be hosted by The Charter Hotel Seattle, a Curio Collection by Hilton hotel. Located in downtown Seattle, it is also a short walk to the waterfront, Space Needle, Pioneer Square, and just one block from Pike Place Market.

WORKSHOP SESSION TOPICS

Data Linkage
Understanding COVID-19 Data
Data Needs of Policy Makers
Interoperability
Multistate and Regional Data Projects

Non-claims Payment
Analytics to Inform Public Health
Analytics to Inform the General Public
Geographic and Location Data
Understanding Demographic Data

WORKSHOP SPONSORSHIP OPPORTUNITIES AND BENEFITS

	ORCA \$4,000	OSPREY \$3,000	SEA LION \$2,000	SALMON \$1,000
COMPLIMENTARY REGISTRATION	TWO	ONE		
DISCOUNTED REGISTRATION ¹	UNLIMITED	UNLIMITED	TWO	ONE
RECOGNITION ON EVENT WEB SITE	NAME, LOGO AND WEB LINK	NAME, LOGO AND WEB LINK	LOGO	LOGO
RECOGNITION ON AGENDA AT-A-GLANCE	NAME AND LOGO	NAME AND LOGO	NAME	NAME
ACCESS TO PRE/POST CONFERENCE ATTENDEE LIST	✓	✓		
ONE-TIME TABLE DROP – YOUR PROMOTIONAL MATERIAL DELIVERED BY NAHDO TO ALL ATTENDEES	✓	✓	✓	
ACCESS TO PREMIUM À-LA-CARTE SPONSORSHIP OPPORTUNITIES	✓	✓		
INVITATION TO LEAD OR FACILITATE A WORKSHOP ACTIVITY	✓	✓	✓	
CHOICE OF UP TO TWO À LA CARTE SPONSORSHIPS (\$1,000 TOTAL OR LESS)	✓	✓	✓	

À-LA-CARTE SPONSORSHIPS

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

PREMIUM SPONSORSHIP OPPORTUNITIES	GENERAL SPONSORSHIP OPPORTUNITIES
Reserved for Orca or Osprey Sponsors and Featured or Collaborating Partners \$1,000 Sponsor Networking Lunch (Exclusive) ²	No minimum or package sponsorship required \$500 Workshop Sponsor (Limit 10) ³ \$500 Wi-fi Sponsor (Exclusive) ⁴ \$500 Networking Breakfast Sponsor; Tuesday or Wednesday (Exclusive)

SPONSORSHIP DETAILS

¹ Sponsors are eligible for a discounted price of \$695 per qualifying person

² The opportunity to sponsor the Networking Lunch on Tuesday is an exclusive, first-come, first-served opportunity for premium partners and sponsors.

³ All workshop sponsorships include recognition by moderator or opportunity to introduce the session (up to 3 minutes)

⁴ Wi-Fi Sponsor will be recognized whenever the wi-fi code is distributed



HEALTH EQUITY AND DISPARITIES 2022 SPOTLIGHT SERIES SPONSORSHIP OPPORTUNITIES

WHAT TO EXPECT

NAHDO is hosting a series of online events from May through September of 2022 allowing a deep dive and exploration of health equity and disparities from a data perspective.

May – Keynote Address by Dr. Gail Christopher, Executive Director, National Collaborative for Health Equity

June - Breakout Sessions on Key Topics

Race, Ethnicity and Language

Socioeconomic factors, Long-Term Support Services and Aging

Sexual Orientation and Gender Identity

July – Data Solution Showcase featuring NAHDO members

August – Lessons about Health Equity learned from COVID-19

September – Capstone Event

ATTENDEES

Everyone working with administrative healthcare data is invited, including program directors and managers, data and policy analysts, consultants and advisers, researchers, and database administrators.

FORMAT

Each event will have a unique format designed to provide useful information and discussion in an accessible and easily understood framework.

SPOTLIGHT SERIES SPONSORSHIP OPPORTUNITIES

	ENHANCED \$2,000	PRINCIPAL \$1,000
COMPLIMENTARY REGISTRATION	UNLIMITED	--
DISCOUNTED REGISTRATION ¹	--	UNLIMITED
RECOGNITION ON EVENT WEB SITE	NAME, LOGO AND WEB LINK	LOGO
ACCESS TO PRE/POST CONFERENCE ATTENDEE LIST	✓	
CHOICE OF UP TO TWO À LA CARTE SPONSORSHIPS (\$500 TOTAL OR LESS)	✓	✓
BONUS À LA CARTE SPONSORSHIP CREDIT FOR NAHDO FEATURED OR COLLABORATING PARTNERS	\$500	\$250

À-LA-CARTE SPONSORSHIPS

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

PREMIUM SPONSORSHIP OPPORTUNITIES	GENERAL SPONSORSHIP OPPORTUNITIES
Reserved for NAHDO Featured or Collaborating Partners \$500 Sponsor Keynote Address (Exclusive) ² \$500 Sponsor Capstone Event (Exclusive) ³	No minimum or package sponsorship required \$500 COVID-19 Lessons Learned Sponsor (Exclusive) \$250 Session Sponsor ⁴ Breakout Session (Limit 3) Data Solution Session (Limit 4)

SPONSORSHIP DETAILS

¹ Principal sponsors that are not NAHDO members are eligible for a discounted price of \$150 per qualifying person

² The opportunity to sponsor the Keynote Address by Dr. Christopher is an exclusive, first-come, first-served opportunity for premium partners.

³ The opportunity to sponsor the Capstone Event is an exclusive, first-come, first-served opportunity for premium partners.

⁴ All session sponsorships include recognition by moderator or opportunity to introduce the session (up to 3 minutes)

APPLICATION

COMPANY INFORMATION

Company Name: _____

Website: _____

PRIMARY CONTACT

Name: _____ Title: _____

Telephone: _____ Email: _____

EXECUTIVE CONTACT

Name: _____ Title: _____

Telephone: _____ Email: _____

ADMIN CONTACT

Name: _____ Title: _____

Telephone: _____ Email: _____

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

IN-PERSON EVENT SPONSORSHIP

- Orca \$4,000
- Osprey \$3,000
- Sea Lion \$2,000
- Salmon \$1,000

À LA CARTE SPONSORSHIPS

Your Selection(s):

PLEASE RETURN COMPLETED APPLICATION TO NAHDO

Email: info@nahdo.org Mail: NAHDO, 965 E Center Street, Provo, Utah 84606