



Society for  
**Participatory  
Medicine**

***Make Health Happen!***  
***participate. collaborate.***  
***communicate.***

## Sponsorship Opportunities

Date: Oct 17, 2018 (One-day event)

Location: Seaport World Trade Center, Boston, MA; this conference is co-located with and immediately precedes the [Connected Health Conference](#)

Attendees: 250 with another 100 remote attendees

Attendee profile: Patients, patient advocates, healthcare professionals, payers, healthcare system executives and leaders from all sectors of healthcare: investors, entrepreneurs, researchers

## Background

The [Society for Participatory Medicine](#) is seeking sponsorships to support its second annual conference, ***Make Health Happen! participate. collaborate. communicate.*** Join the growing list of partners and supporters who have already signed up to help us transform the culture of patient care. We have opportunities to support the conference and to support a scholarship program to defray the costs of travel. Most support includes a year of corporate membership in the Society.

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# Description

## What is it?

SPM2018 is a conference unlike any others. The focus isn't just a bunch of talking heads, it's groups of heads coming together to improve health care experiences. After all, at least two heads are better than one! A patient, a caregiver, a physician, a nurse all need to have equal parts in someone's care. When they do is when the magic happens.

## How it feels?

Different than every other conference. Yes, there are presentations, yes, there are workshops, **but** they are focused on progress and change from the people who've collaborated to drive change and push for progress. This does not feel like the healthcare industry echo chamber. There might even be some surprises involved. As they say, expect the unexpected.

It also feels human. As people, we know that healthcare is extremely emotional. It will make you laugh, cry, love, be angry, etc. Other than the angry piece, we want our event to make you feel what health care does. (And if you do get angry, good; let's channel it towards a fix!) That means laughing at the absurdities, crying at the frustrations, and using all of that emotional energy as inspiration to drive change and to change the conversation.

## Why even put on an event?

Participatory medicine (PM) is about collaboration, about people from different backgrounds, different expertise, and different orientations working together to solve health care problems. No god complexes allowed here! So, to convey that, we felt we needed people in a room together. We need everyone to laugh together, cry together, get angry together, and to want to do something about it.

## So what does the day look like?

The morning is filled with inspiration from people who've partnered with others to make change, the true "Participatory Medicine Heroes." People who understand the value of diversity in helping people get better. The afternoon is your turn to get involved, for you to become a Participatory Medicine Hero. You will be collaborating with people to develop answers to health care questions. Don't worry, we won't throw you out there on your own. We will have people to help stimulate your emotions and creativity.

## Confirmed speakers include:

- Patricia Flatley Brennan, RN, PhD, Director, National Library of Medicine
- Rasu Shrestha, MD, MBA, Chief Innovation Officer, UPMC; Executive Vice President, UPMC Enterprises

Speakers from SPM2017 included:

- Shannon Brownlee, MSc, Lown Institute
- Tom Delbanco, MD, Harvard Medical School and OpenNotes
- Rushika Fernandopulle, MD, Iora Health
- Harlan Krumholz, MD, Yale School of Medicine
- Liz Salmi, OpenNotes
- Lori Wilson, MD, Howard University Hospital and Cancer Center

## Lead Event Sponsor \$10,000 (1)

- Signage at conference identifying you as lead sponsor
- Name and logo on all conference communications and on website
- May distribute literature at conference
- 6 complimentary registrations (may apply these to patient scholarships)
- 30-minute private meeting with Society leadership during or after conference
- Five-minute presentation
- List of attendees
- Corporate membership for one year
- May moderate a session

## Meal Sponsor \$5000 (2)

- Signage at meal (breakfast or lunch)
- Name and logo on all conference communications and on website
- May distribute literature at conference
- 4 complimentary registrations (may apply these to scholarships)
- Five-minute presentation
- List of attendees
- Discounted corporate membership for one year

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## Networking Break Sponsor \$2500 (2)

- Signage at morning or afternoon networking break identifying you as sponsor
- Name and logo on all conference communications and on website
- May distribute literature at conference
- 2 complimentary registrations (may apply these to scholarships)
- Five-minute presentation
- List of attendees
- Discounted corporate membership for one year

## Video Streaming Sponsor \$2500-5000 (2)

*Permits us to record conference for concurrent webcast and later streaming*

- Name and logo of sponsor appears on streaming website
- Name and logo on all conference communications and on website
- May distribute literature at conference
- 2 complimentary registrations (may apply these to scholarships)
- Five-minute presentation
- List of attendees
- Discounted corporate membership for one year

## Patient Travel Fund Sponsor \$1000+

*Contribute to Society for Participatory Medicine Travel Fund, which provides grants to patients who require financial assistance*

- Name and logo on all conference communications and on website
- May distribute literature at conference
- Five-minute presentation

## Contacts

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