



# PCPCC 2019 CONFERENCE

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## Sponsorship Opportunities

### 2019 ANNUAL CONFERENCE SPONSOR PROSPECTUS

Capital Hilton  
Washington D.C.  
November 4–5, 2019

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**Patient-Centered  
Primary Care**  
COLLABORATIVE

## Dear Colleagues,

The Patient-Centered Primary Care Collaborative's (PCPCC) 2019 Annual Conference: Evaluate. Collaborate. Advocate. will bring together top leaders across all major stakeholder groups who are passionate about re-orienting our system towards primary care.

Held in Washington, D.C., this year's conference on November 4–5, will provide a forum for participants to **evaluate** exemplar advanced primary care practices with proven results; **collaborate** face-to-face with leaders across diverse sectors who are advancing strategies to strengthen primary care; and join with colleagues **advocating** for payment and delivery reforms, including more investment in primary care.

As a sponsor of the 2019 PCPCC Annual Conference, your organization will be recognized as a thought leader and supporter of advanced primary care, including the Patient-Centered Medical Home (PCMH), among 300 plus diverse participants.

In 2019, we are celebrating major developments in the federal and state policy spheres aimed at strengthening primary care. These include the Centers for Medicare & Medicaid Innovation's (CMMI) announcement of five optional primary care payment models under the Primary Cares umbrella, which complement the CPC+ model. On the state level, seven states introduced bills or issued executive orders to measure what is being spent on primary care, all with the goal of increasing primary care investment. Three states passed such legislation. This investment would help enable the kind of primary care envisioned by the [Shared Principles](#).

Simultaneously, there has been considerable innovation in the private markets, including primary care payment and delivery models shifting towards more comprehensive payment for comprehensive services; new strategies to enhance population health leveraging primary care; and implementation of technologies to reduce burden, customize care, and improve primary healthcare.

More specifically, participants attending the PCPCC conference will have the opportunity to:

- Glean up-to-date information about both new and existing CMMI primary care payment/delivery models and share their assessments about what the future may hold. Keynote speaker CMMI Director Adam Boehler will provide his insights;
- Learn from state leaders about their efforts to measure what is being spent locally on primary care and set goals for a higher level of investment to support advanced primary care that includes, for example, a more robust clinical team providing care management, behavioral health, comprehensive medication management, and links to community resources among other services.
- Consider how technology is shaping primary care via tele-health, digital therapies, AI and other innovations. Eric Topol, MD, professor in the Department of Molecular Medicine, executive vice president at Scripps Research, and founder and director of Scripps Research Translational, will open the PCPCC conference with his keynote address.
- Learn about primary care delivery/payment innovations, including those informed by patients, those that have successfully integrated behavioral health and primary care, direct primary care, and ideas from health systems around the world.

We offer a wide range of sponsorship opportunities to suit diverse needs. I encourage you to review the enclosed prospectus and respond quickly so that you secure the sponsorship that is the best fit for your organization.

I look forward to seeing you at the conference and learning about how your organization is contributing to our collective effort to elevate primary care as the foundation of a high performing health system.



A handwritten signature in black ink that reads "Ann C. Greiner".

Ann Greiner  
President & CEO  
Patient-Centered Primary Care  
Collaborative

## About the Conference

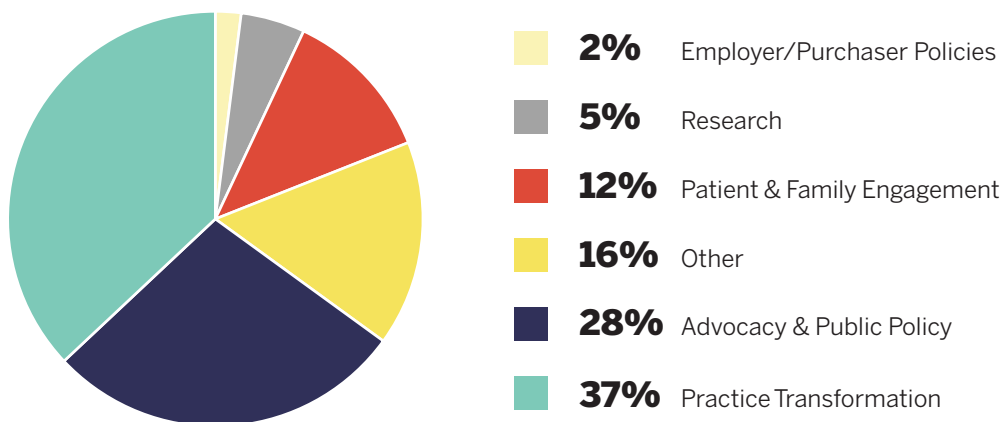
The Patient-Centered Primary Care Collaborative Annual Conference is the premier event for leaders who care passionately about advancing primary care. The conference gathers hundreds of diverse stakeholders for inspirational keynotes, thoughtful educational panels, sharing of insights and innovations, and networking.

This is your opportunity to learn from innovators, make valuable contacts, and develop relationships with leaders working to evolve medical homes and accountable care organizations, experiment with new payment, delivery and benefit design models, and engage with patients and families in new ways. Sponsorship of this conference is a wise investment by any organization that wants to understand and be a part of the primary care vanguard.

There is no better opportunity to feature your organization and/or product among hundreds of the most influential leaders in primary care nationwide and to show your strong support for those individuals and organizations putting in place creative strategies to achieve the [Shared Principles for Primary Care](#).

Executive members of the PCPCC are strongly encouraged to participate and will receive substantial discounts on conference sponsorships.

### Primary Area of Interest for Conference Attendees in 2018





“Start to finish—great and inspiring sessions that were well organized with useful content and engaging speakers.”



“I thought the panel discussions were a very effective way to review current state and opportunities for future ideas.”



“Thank you for including the patient voice! Keep up the good work which validates and confirms that everyone has a right to have a voice in how primary care is established, maintained and sustained in our country.”



“The content helps me greatly in designing our population health models and applying it in my own work.”

## IN 2018...

**87%**

rated the conference as very good or excellent

**98%**

were happy with the technology

**85%**

were very pleased with conference content

**95%**

were very pleased with Keynote Speakers

Top reasons for attending:  
**Content, Networking, and Ability to Contribute to Policy Direction**

**99%**

thought the conference fulfilled their reason for attending

**78%**

thought the conference was the perfect length

**62%**

said it was the first PCPCC conference they had attended

# Sponsorship Packages

Sponsorship opportunities provide a high level of engagement with top decision-makers from leading health care organizations across the United States. Connect directly to your target audience by becoming a sponsor today. Spots are limited!

## CONFERENCE SPONSORSHIPS

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### Patient Advisors and Clinical Partners Sponsorship

**Sponsorship Cost: \$25,000**

Since 2015, the PCPCC has supported patient advisors, often times along with clinician partners, to attend our Annual Conference. Their participation has informed the dialogue at the conference. It also has strengthened the ability of patient advisors to be actively involved in transforming their own practices with the goal of improving the way care is delivered and ultimately enhancing population health. The community of patients and clinicians who attend share experiences and learnings at the conference and afterwards. The sponsorship would cover registration fees and travel (mainly provided to patient advisors) for approximately 10 patient advisors and clinician partners.

**Sponsorship includes:**

- Support the registration fees for approximately 10 patient advisors and clinical partners to attend the 2019 PCPCC Annual Conference. The remaining support would cover travel and honorarium for select patient advisors.

**Benefits include:**

- Four (4) complimentary full conference registrations
- Acknowledgment as a sponsor, with logo recognition on signage, event slideshows, PCPCC conference website, and conference materials
- Recognition as a sponsor in one (1) PCPCC social media posts
- Logo recognition in the awards program and marketing e-mails
- One (1) full table (VIP placement) at the Awards Dinner – 10 seats

## Exemplary Practice Sponsorship

### Sponsorship Cost: \$25,000

PCPCC Executive Members interact with and support some of the most innovative primary care practices across the country, which are regularly featured on PCPCC webinars, on our website and in publications. This would be an opportunity to showcase these practices at the 2019 conference via an interactive session that allows participants to meet practice leaders face to face and learn about their efforts to treat the whole person by integrating medical and behavioral health, how they are using new technology to better connect with their patients and customize care, leveraging innovative payment models, and many other innovations.

If there is keen interest in this opportunity, the PCPCC could accommodate an additional \$25,000 sponsorship and invite five more practices for a total of 10 practice innovators.

#### Sponsorship includes:

- Support the travel of 2 attendees from 5 exemplary primary care practices to attend the meeting in Washington, D.C.

#### Benefits include:

- Four (4) complimentary full conference registrations
- Acknowledgment as a sponsor, with logo recognition on signage, event slideshows, PCPCC conference website, and conference materials
- Recognition as a sponsor in one (1) PCPCC social media posts
- Logo recognition in the awards program and marketing e-mails
- One (1) full table (VIP placement) at the Awards Dinner – 10 seats



## Engagement Sponsorship

### Sponsorship Cost: \$25,000

This sponsorship supports participant engagement within the conference content and with other thought leaders.

#### Sponsorship includes:

- **Conference App** – All conference attendees will be encouraged to download the conference app. Featuring all components of the Annual Conference, including materials, this mobile conference app will help attendees make the most of their conference experience.
- **Conference Wi-Fi** – Wi-Fi is essential for attendees to stay connected and engaged during the conference. All attendees will be granted access to the hotel Wi-Fi with the password.
- **Pre-Dinner Cocktail Reception** (November 4, 6 pm–7 pm) – This reception is open to all Barbara Starfield Awards Dinner attendees, which includes nearly 300 advanced primary care experts and thought leaders.

#### Benefits include:

- Four (4) complimentary full conference registrations
- Acknowledgment as a sponsor, with logo recognition on signage, event slideshows, PCPCC conference website, and conference materials
- Recognition as a sponsor in two (2) PCPCC social media posts
- Exclusive banner on the app
- Customized Wi-Fi password for all attendees to use
- Logo recognition in the awards program and marketing e-mails
- One (1) full table (VIP placement) at the Awards Dinner – 10 seats

## The Experience Sponsorship

### Exclusive Sponsorship

### Executive Member: \$20,000      Prospective Member: \$25,000

This sponsorship includes the conference tote bags, pens, and notebooks that each attendee will be given at registration. The experience sponsor will receive the following benefits:

- Company logo on the 300+ eco-friendly recyclable bag attendees will use to carry conference materials.
- Company logo on pens and notebooks
- One (1) complimentary full conference registration
- Acknowledgment as a sponsor on signage, event slideshow and conference materials (including conference program and website)
- Recognition as sponsor in one PCPCC social media post

## Charging Kiosk

Exclusive Sponsorship

**Executive Member: \$6,000      Prospective Member: \$7,000**

Support a convenient charging kiosk in the Registration area that enables attendees to charge their smart phones and other electronic devices on site. This is a great opportunity to link your company's name and logo with this service. Charging Kiosk sponsor receives the following benefits:

- Company logo and promotional video on a charging kiosk
- One (1) complimentary full conference registration
- Acknowledgment as a sponsor on signage, event slideshow and conference materials (including conference program and website)
- Recognition as sponsor in one PCPCC social media post

## Afternoon Networking Break **NOVEMBER 4, 2019 | 2:45PM–3:15PM**

**Executive Member: \$4,000      Prospective Member: \$6,000**

Networking break sponsor receives the following benefits:

- Acknowledgment as a sponsor on signage, event slideshow and conference materials (including conference program and website)
- Recognition as sponsor in one PCPCC social media post
- One (1) complimentary full conference registration
- Public recognition and publicity leading up to and during the meeting, including advertising in pre-meeting marketing activities
- Networking opportunities during opening registration, breakfast, breaks, and lunch.

## Morning Networking Break **NOVEMBER 5, 2019 | 9:45AM–10:15AM**

**Executive Member: \$4,500      Prospective Member: \$6,000**

Networking break sponsor receives the following benefits:

- Acknowledgment as a sponsor on signage, event slideshow and conference materials (including conference program and website)
- Recognition as sponsor in one PCPCC social media post
- One (1) complimentary full conference registration
- Public recognition and publicity leading up to and during the meeting, including advertising in pre-meeting marketing activities
- Networking opportunities during opening registration, breakfast, breaks, and lunch.



**Breakfast Sponsorship**    **NOVEMBER 5, 2019 | 7:00AM–8:00AM****Executive Member: \$6,500      Prospective Member: \$8,500**

On November 5, PCPCC will offer breakfast for conference attendees. Executive Members will have the opportunity to network together, while all other attendees enjoy breakfast prior to the meeting. The sponsoring companies or organizations will be recognized on special signage to be placed at the entrance of the dining area and on the slideshow. Breakfast sponsors receive the following benefits:

- Acknowledgment as a sponsor on signage, event slideshow and conference materials (including conference program and website)
- Recognition as sponsor in two PCPCC social media posts
- Two (2) complimentary full conference registrations
- One (1) promotional email opportunity to conference attendees post meeting
- Public recognition and publicity leading up to and during the meeting, including advertising in pre-meeting marketing activities
- Networking opportunities during opening registration, breakfast, breaks, and lunch.

**Departure Lunch NOVEMBER 5, 2019 | 12:30PM****Executive Member: \$7,500      Prospective Member: \$9,000**

As a thank you for participating in the Annual Conference, registrants will receive a lunch to enjoy as they depart the Capital Hilton hotel. To recognize sponsors of our departure lunch, special signage will be placed with the stations and on the slideshow. Sponsors receive the following benefits:

- Acknowledgment as a sponsor on signage, event slideshow and conference materials (including conference program and website)
- Recognition as sponsor in two PCPCC social media posts
- 2 full conference registrations
- Two promotional email opportunities to conference attendees pre and post meeting.
- Public recognition and publicity leading up to and during the meeting, including advertising in pre-meeting marketing activities
- Networking opportunities during opening registration, breakfast, breaks and lunch.

**If a sponsoring company is interested in an exclusive sponsorship, please contact Danielle Barsuglia at [pcpcc@talley.com](mailto:pcpcc@talley.com) or 856.423.7222 ext. 281**

**AWARDS DINNER SPONSORSHIPS****Annual Barbara Starfield Awards Dinner Sponsorship****NOVEMBER 4, 2019 | 7:00PM–9:00PM****Presidential Ballroom at the Capital Hilton**

Show your support for advanced primary care and those who have made a difference! The 2019 Barbara Starfield Awards Dinner provides the perfect opportunity to feature your company or organization among the most influential leaders in health care transformation.

The PCPCC will honor three leaders dedicated to promoting primary care and the medical home at our annual awards dinner on Monday, November 4, 2019, from 7:00–9:00 PM. This special ticketed event will include a cocktail reception and dinner.

***Tickets or sponsorship of the awards dinner is required to attend.***

### The Barbara Starfield Primary Care Leadership Award

The PCPCC established the Barbara Starfield Primary Care Leadership Award in 2012 to honor Dr. Starfield, recognizing her enduring commitment to the philosophy that all individuals should receive comprehensive, coordinated, and person-focused care. The award is presented annually to an individual or organization that demonstrates exceptional work toward advancing the goals of primary care and, in particular, a strong commitment to person-focused care.

### The Primary Care Community Leadership/Research Award

This award honors an individual or organization that has demonstrated remarkable leadership and/or research to ensure that primary care is foundational to community or state health care reform efforts.

### The Advanced Primary Care Practice Award

This award recognizes an extraordinary primary care practice that serves as a model for medical home transformation through innovation in practice design, partnership with patients in quality improvement, and exemplary leadership in promoting the practice of team-based primary care.

**There are several opportunities for sponsorship at differing levels. Please contact Danielle Barsuglia at [pcpcc@talley.com](mailto:pcpcc@talley.com) or 856.423.7222 ext. 281—to talk about how you and your organization can take advantage of unique opportunities at the Awards Dinner to highlight your organization and the valuable work you're doing**

## Barbara Starfield Award Sponsor

**Executive Member: \$25,000      Prospective Member: \$30,000**

The Barbara Starfield Award sponsor will receive major recognition leading up to and during the awards presentation. Exclusive benefits include:

- Company logo engraved on award
- Acknowledgment as Barbara Starfield Award sponsor in press release, social media and conference materials
- Company spokesperson delivers remarks during the awards ceremony
- Recognition as conference sponsor on website and signage at conference
- Three (3) complimentary full conference registrations (up to a \$1,800 value)
- One full table at Awards Dinner – 10 seats
- VIP table placement
- Full Page Advertisement in Dinner Program

## Primary Care Community Leadership/Research Award Sponsor

**Executive Member: \$15,000      Prospective Member: \$20,000**

The Community Leadership/Research Award Sponsor will receive significant recognition leading up to and during the awards presentation. Exclusive benefits include:

- Acknowledgment as award sponsor in press release, social media and conference materials
- Company logo engraved on award
- Two (2) complimentary full conference registrations (up to an \$1,200 value)
- Recognition as conference sponsor on website and signage at conference
- One full table at Awards Dinner – 10 seats
- VIP table placement
- Full Page Advertisement in Dinner Program

## Advanced Primary Care Practice Award

**Executive Member: \$15,000      Prospective Member: \$20,000**

The PCMH Practice Award Sponsor will receive significant recognition leading up to and during the awards presentation. Exclusive benefits include:

- Acknowledgment as award sponsor in press release, social media and conference materials
- Company logo engraved on award
- Two (2) complimentary full conference registrations (up to an \$1,200 value)
- Recognition as conference sponsor on website and signage at conference
- One full table at Awards Dinner – 10 seats
- VIP table placement
- Full Page Advertisement in Dinner Program

## Pre-Dinner Cocktail Reception **NOVEMBER 4, 2019 | 6:00PM–7:00PM**

**Executive Member: \$9,500      Prospective Member: \$12,000**

This reception is open to all Barbara Starfield Awards Dinner attendees, which includes nearly 300 advanced primary care experts and thought leaders. The reception sponsor receives the following exclusive benefits:

- Acknowledgment as the cocktail reception sponsor on event signage and conference materials
- One (1) complimentary full conference registration (up to a \$600 value)
- One full table at Awards Dinner – 10 seats
- VIP table placement
- Logo recognition on event signage, program, and slideshow
- Logo recognition on conference materials, marketing e-mails, and website

## Awards Dinner Program Advertisements

8 ½ X 5 ½ full-page ad and/or congratulatory message to awardee(s)

**Executive Member: \$2,000      Prospective Member: \$3,000**

4 X 5 ½ half-page ad and/or congratulatory message to awardee(s)

**Executive Member: \$1,500      Prospective Member: \$2,500**

## Table Sponsorships for the Awards Dinner

As a supporter of the 2019 Awards Dinner, you will receive the following benefits:

### SPONSORSHIP LEVELS

BENEFIT	PLATINUM	GOLD	SILVER
	Executive Member \$5,000 Prospective Member \$6,000	Executive Member \$4,000 Prospective Member \$5,000	Executive Member \$2,000 Prospective Member \$3,000
Complimentary dinner tickets	Reserved Full Table (10 seats)	Reserved Half Table (5 seats)	2 Reserved Seats
Premier table placement	X		
Recognition as sponsor in at least two social media posts	X	X	
Logo recognition on signage at awards dinner and conference	X	X	
Logo recognition on awards dinner website	X	X	X
Logo recognition in awards program and slideshow	X	X	X

**Contact Danielle Barsuglia at [pcpcc@talley.com](mailto:pcpcc@talley.com) or 856.423.7222 ext. 281**

## Past Conference Sponsors

NATIONAL CENTER  
FOR PRIMARY CARE



American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™



**Anthem.**



An association of independent Blue Cross and Blue Shield companies



*Johnson & Johnson*



UPMC HEALTH PLAN

**AIDA  
HEALTH**



Nonprofit corporations and independent licensees  
of the Blue Cross and Blue Shield Association



The American College of  
Obstetricians and Gynecologists  
WOMEN'S HEALTH CARE PHYSICIANS



# PCPCC 2019 CONFERENCE

## Sponsorship Application

Capital Hilton  
November 4–5, 2019

This application becomes valid only after being signed by Sponsor and an agreement letter has been issued.

**COMPANY NAME** [Print name EXACTLY as you wish it to appear on any acknowledgments.]

**STREET ADDRESS**

**CITY**

**STATE**

**ZIP**

**COUNTRY**

**CONTACT PERSON**

**PHONE**

**EMAIL**

**WEBSITE**

Please include which sponsorship opportunities you are interested in:

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>TOTAL SPONSORSHIP COST \$ _____</b>	

Is this your first time  
sponsoring the PCPCC Annual  
Fall Conference?

☐ Yes ☐ No

By signing below, you accept the terms and conditions on the following page.

**PRINTED NAME** \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_

**DATE** \_\_\_\_\_

**CREDIT CARD PAYMENT:** ☐ AMEX ☐ MasterCard ☐ Visa

Please provide credit card and expiration date below:

**PRINT NAME ON CARD** \_\_\_\_\_

**AUTHORIZED SIGNATURE** \_\_\_\_\_

**AMOUNT TO CHARGE: \$** \_\_\_\_\_ **CVV#** \_\_\_\_

**CREDIT CARD NUMBER** \_\_\_\_\_

**EXPIRATION DATE** \_\_\_\_ / \_\_\_\_

**PLEASE MAKE CHECKS PAYABLE IN U.S. FUNDS, DRAWN ON A U.S. BANK TO:**

Patient-Centered Primary Care Collaborative

Mail payments to: Danielle Barsuglia, TALLEY MANAGEMENT GROUP, INC.,  
19 Mantua Road, Mount Royal, NJ 08061

### IMPORTANT TAX NOTICE:

The Patient Centered Primary Care Foundation is a 501(c)(3) tax exempt organization. Your contribution is 100% tax deductible.

### SPONSORSHIP CANCELLATION

**POLICY:** Telephone cancellations will not be accepted. Refunds will be made with a written notice of cancellation received on or before **September 1, 2019**. Refunds will be subject to a **25% cancellation fee**. No refunds will be given after **September 1, 2019**. If, for any reason this event is canceled, we do not accept responsibility for covering airfare, hotel or other costs incurred, but PCPCC will refund the entire amount of the sponsorship fee.

Thank you for your support of the Patient Centered Primary Care Collaborative/Foundation. **Please return one signed copy of this application to Danielle Barsuglia via email at [pcpcc@talley.com](mailto:pcpcc@talley.com).**

## PCPCC 2019 CONFERENCE

# Sponsor Terms and Conditions

**SHOW MANAGEMENT** is TALLEY MANAGEMENT GROUP, INC., 19 Mantua Road, Mt. Royal, NJ 08061 USA (856) 423-7222, Fax (856) 423-3420, Email [pcpcc@talley.com](mailto:pcpcc@talley.com). Convention Center or Hotel Facility is printed on the Prospectus front cover.

### APPLICABLE LAWS

This contract shall be governed by the laws of the State of New Jersey. Sponsor agrees to abide by all federal (including but not limited to FDA), state, and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety and hazardous materials and all regulations and restrictions imposed by the Facility.

### LIMITATION OF LIABILITY

SHOW MANAGEMENT, including its officers, directors, agents, employees, contractors, and the Hotel Facility shall not be held responsible for the effectiveness of "product awareness" through the sponsor's use of sponsorship.

Each sponsoring company agrees to abide by these rules and regulations when its company representative signs the sponsorship registration form. These rules and regulations become part of the contract between the sponsor, SHOW MANAGEMENT and PCPCC. SHOW MANAGEMENT has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered here are subject to the decision of PCPCC and all decisions shall be binding on all parties affected by them. Sponsors or their representatives who fail to observe these conditions of contract or who, in the opinion of PCPCC, conduct themselves unethically, may be immediately dismissed from the event without refund or other appeal.

### SPONSORSHIP ARRANGEMENTS

SHOW MANAGEMENT will oversee all arrangements including, but not limited to, signs and setup of sponsor's choice of sponsorship.

### FORCE MAJEURE

In the event the Facility becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT has no control or should SHOW MANAGEMENT decide, because of such cause, that it is necessary to cancel, postpone any criteria pertaining to the scheduled events, SHOW MANAGEMENT shall not be liable to indemnify or reimburse exhibitor in respect to any damages or loss, direct or indirect, arising as a result thereof.

### GUIDELINES

- Sponsorships must be professional, must enhance the conference experience, offer the opportunity for potential sponsors to reach a specialized audience, and compliment PCPCC advertising and sponsor opportunities.
- Sponsorship events will not conflict with conference hours.
- If more than one company is interested in a sponsorship, selection will be on a first come first serve basis.