



ICHOM CONFERENCE 2019

The world-leading event for providers, life sciences and industry
on value-based healthcare

REDEFINING
VALUE
THROUGH
PATIENT
CENTERED
OUTCOMES

ROTTERDAM 2 & 3 May 2019

*Sponsorship and
Exhibitor opportunities*

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REDEFINING VALUE THROUGH PATIENT CENTERED OUTCOMES

ROTTERDAM 2 & 3 May 2019

Redefining value through patient centered outcomes

We invite you to join hundreds of healthcare stakeholders from around the world, including providers, life sciences and industry, to share experiences, ideas and innovative practice on how patient centered outcomes can drive better value for all. Here's why we think you should attend as a sponsor and exhibitor:

Establish brand leadership

✓ Demonstrate to senior decision makers from governments, providers, life sciences and industry how you are leading the way in redefining value in healthcare

Global partnership and innovation

✓ Expose your brand to our global network of leaders in value-based health care and explore ways to innovate together towards achieving better outcomes for patients worldwide

Connect with a prime location

✓ The Netherlands is trailblazing the way forward in using patient centered outcomes to inform how healthcare is delivered at a national level. Learn more about the opportunities available

WHO WE ARE

ICHOM is an independent non-profit organization founded in 2012 by Professor Michael E. Porter of Harvard Business School, and Dr Stefan Larsson of the Boston Consulting Group in partnership with Sweden's Karolinska Institute with the mission of driving the adoption of value-based health care worldwide. ICHOM's mission is to catalyse the global movement to transform health care worldwide through creating international standards for the outcomes that matter most for patients by using medical conditions. ICHOM also assists providers on how to implement outcome measures and utilize outcomes to improve patient care. To date, ICHOM has worked with over 600 provider organizations, 15 national registries, and across 30 countries

The ICHOM Board



Professor
Michael
Porter



Professor
Martin
Ingvar



Dr Stefan
Larsson



Dr Donald
Berwick



ICHOM

International Consortium for
Health Outcomes Measurement

Find out more here: www.ichom.org

Quick facts

WHO WILL ATTEND?

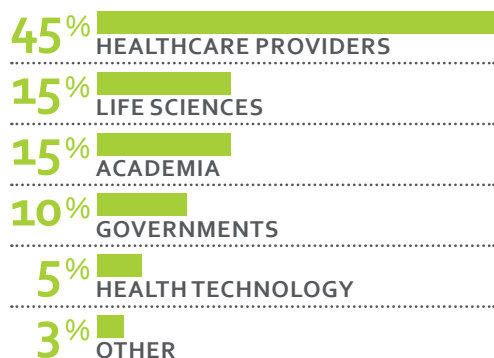


Here is list of delegate profiles we expect to attend our conference:

Health care professionals and multidisciplinary teams
Health care providers and hospitals interested in driving quality improvement
Government, policymakers and industry regulators
Insurers and commissioners of health services
Life sciences, biotechnology and health technology companies
Researchers interested in PROMs and value-based health care
Patient advocacy groups

DELEGATES BY SECTOR

Many of our delegates are senior decision makers with budgetary control



Based on previous conferences

THE PROGRAMME

The conference will feature high profile keynote speakers leading the way in redefining value in healthcare, as well as 12 breakout sessions covering: measuring outcomes in practice, data & analytics, strategy and innovation

CONFIRMED SPEAKERS



Professor Michael Porter
Harvard Business School



Dr Neil Bacon
ICHOM



Professor Jan Hazelzet
ErasmusMC



Professor Martin Ingvar
Karolinska Institute



Dr Caroline Terwee
PROMIS



Dr Morten Kildal
Uppsala University

BREAK OUT SESSIONS TRACKS

- ✓ Measurement community
- ✓ Data and Quality
- ✓ Strategy
- ✓ Innovation

Latest updates on confirmed speakers and full programme

www.ichom.org/events-conference-2019-speakers-programme



INTERNATIONAL REPRESENTATION

An overview of the nationality of delegates at our previous conference in Washington DC in October 2017

UNITED STATES 42%
UNITED KINGDOM 4%
SWITZERLAND 2%
SWEDEN 3%
PORTUGAL 3%
NETHERLANDS 20%

GERMANY 3%
FINLAND 2%
DENMARK 2%
CANADA 6%
BELGIUM 2%
AUSTRALIA 2%



ICHOM

Contact: rotterdam2019@ichom.org

Sponsorship and Exhibitor opportunities

Book early to secure maximum exposure for your brand

BENEFIT	Platinum (\$60k, €50k)	Gold (\$40k, €35k)	Silver (\$25k, €20k)	Exhibitor (\$10k, €8k)
Presentation/workshop on programme*	✓	X	X	X
Exhibition space	✓**	✓	✓	✓
Delegate tickets	✓ x5	✓ x4	✓ x3	✓ x2
Gala dinner tickets	✓ x5	✓ x4	✓ x3	✓ x2
Welcome reception tickets	✓ x5	✓ x4	✓ x3	X
Private meeting room***	✓	✓	X	X
Brand on conference app/programme****	✓	✓	✓	✓
Brand on email communications to delegates includes confirmation email	✓	✓	X	X
Brand on banner at entrance to conference	✓	✓	X	X
Brand on roller banner on main stage	✓	✓	X	X
Brand on ICHOM conference website	✓	✓	✓	✓
Insert/flyer in delegate bag	✓	✓	✓	X

KEY
 * Sponsored speaking sessions/workshop options include: breakfast; lunch (up to 60 mins) or post-conference meeting (120 mins). They can be invite-only or open to all delegates and ICHOM will assist with the pre-conference marketing of these events.
 ** First-option on exhibition location
 *** Option to host a private meeting in one of the venue rooms for up to 90 mins- rooms/times subject to availability
 **** Premium = 1 page in program, Gold = half page, Silver = quarter page, Exhibitor = list of exhibitors

Add-on meeting and branding options

Activity	Benefits	Investment
Networking drinks reception Day 1 May 2nd 2019	Sponsor a drinks reception for all conference delegates Give a welcome address at beginning of the reception ICHOM to assist with pre-conference marketing	\$23k €20k
Host a satellite session	Choose a topic for a presentation, workshop or roundtable of your choice; make it open to all delegates or invite-only ICHOM to assist with pre-conference marketing	\$25K €22k
Branding on conference videos	Your brand will be included in the introductory and closing slides of all conference videos, to be sent to remote delegates and posted on ICHOM.org three months post event	\$23k €20k
Lunch Day 1 May 2nd 2019*	Your brand will be listed as the lunch sponsor in the programme, on the food and beverage tables and on holding screens	\$30k €26k
Lunch Day 2 May 3rd 2019**	Your brand will be listed as the lunch sponsor in the programme, on the food and beverage tables and on holding screens	\$15k €13k
Delegate lanyards	Your brand will be printed on every delegate lanyard, alongside the ICHOM logo	\$15k €13k
Charging station	Your brand will be the name on the Wi-Fi network (and password) which all delegates will need to log on to to access the web	\$6k €5k
Private meeting room hire	Host a private meeting during the conference for your team, or stakeholders of your choice. Up to 90 mins. Rooms/times subject to availability	\$6k €5k

KEY * Cooked lunch * Sandwich lunch *** Supporter must bring charging station to conference venue



ROTTERDAM and the DeDoelen International Conference Center

*Netherlands and Rotterdam offer a vibrant setting
and context of healthcare leadership*

THE CITY

Significant proportion of delegates from previous ICHOM conferences are within 3 hours' travel time from Rotterdam

Air – 18 European countries within 2 hour flight from Rotterdam and Amsterdam Schiphol airports

Rail – connections from Amsterdam (42 mins); Antwerp (32 min); Brussels (1h 10 mins), Paris (2h 37 mins) and London (3h)

THE VENUE

Rotterdam's De Doelen International Congress Center (DDICC) is a state of the art facility, located in the city centre close to national and international transport links



Quick facts

- Hosts 150 events a year
- Dedicated exhibition spaces, with prime locations available near heavy footfall
- 3 conference halls and 18 breakout rooms
- Total capacity 3,000 delegates
- 2 minutes' walk from the central railway station