



ICHOM

PARTNERSHIPS

CONNECTING YOU WITH YOUR VALUE-BASED
HEALTHCARE COMMUNITY

➤ ichom.org/partner partnerships@ichom.org

PARTNERSHIPS AT ICHOM

This year we have created a package to offer you the opportunity to join our highly successful Implementation Partner Programme plus receive all the benefits of sponsoring our world leading Virtual Learning Series.

You will be able to provide high quality implementation and support for ICHOM standard sets and help drive better healthcare for all.

Membership to this programme is by invite only and this is your opportunity to:

1. Put your brand in front of the largest audience of value-based healthcare professionals. Our marketing campaigns can help you promote your organisation and ultimately increase brand awareness
2. Connect with clinicians and patients through our Partnership Programme and Virtual Learning Series to help drive better outcomes for all globally
3. Align yourself with ICHOM values and our mission and demonstrate to senior healthcare professionals that you are leading the way in redefining value in healthcare on a global scale.

IMPLEMENTATION PARTNER PROGRAMME PLUS VIRTUAL LEARNING SERIES SPONSORSHIP:

1. Use the "ICHOM Certified Partner" logo to promote your organisation in your online and offline marketing campaigns
2. ICHOM will refer organisations seeking support with implementation, benchmarking and related usage of ICHOM standard sets and data to certified partners
3. Receive a tailored 12-month marketing campaign incorporating email, social media and promotion in our monthly newsletter which provides an excellent opportunity for improving brand awareness
4. Get 3 complimentary tickets to our Virtual Learning Series. You will also be entitled to a special rate for your clients and colleagues (30% discount for up to 10 registrants)
5. Co-chair a networking session during the November Congress (allocated on first-come, first served basis)
6. Promote your organisation to ICHOM's Virtual Learning Series audience through a 5-minute advert (designed by you) at our November Congress
7. Use ICHOM's machine-readable standard sets for internal (non-customer facing) development
8. Be recognised as a key sponsor of the Virtual Learning Series 2021

PRICE: \$30K USD ANNUAL MEMBERSHIP
15% REFERRAL FEE

VIRTUAL LEARNING SERIES 2021 SPONSORSHIP ONLY

Our virtual events allow you to engage directly with your audience through a variety of different formats: webinars, workshops, podcasts, the ICHOM annual Congress and our networking sessions.

This year we have a number of different partnership packages available and encourage all organisations in the value-based healthcare community to join us.

Should you wish to only sponsor the Virtual Learning Series, you can choose from the following packages:

| Packages | Platinum | Gold | Silver | Entrepreneur/ Small Business |
|---|----------|-------|--------|---------------------------------|
| Presentation: you will be invited to submit a presentation for review to be included in one of our events in the Series | ✓ | | | |
| A 45-minute masterclass covering the value of ICHOM Standard Sets and how the ICHOM Community is advancing the world to patient-centric value-based healthcare. The session can be tailored based on the objectives defined by the sponsor and will be delivered to their selected audience | ✓ | | | |
| Opportunity to recommend a physician or patient as a co-host of a networking session during a VLS event | ✓ | ✓ | | |
| FREE Virtual Learning Series tickets for your organisation | 20 | 15 | 10 | 3 |
| Recognition as a key sponsor of the Virtual Learning Series | ✓ | ✓ | ✓ | ✓ |
| 5-minute pre-recorded video to be played during the November Congress (video provided by the sponsor) | ✓ | ✓ | ✓ | ✓ |
| 3-minute pre-recorded video that will be deployed either at a break or at the at the end of one webinar (video provided by the sponsor) | ✓ | ✓ | ✓ | ✓ |
| 6 x posts across ICHOM's social media platforms (1 per event) recognising the organisation's support for ICHOM | ✓ | ✓ | ✓ | ✓ |
| 1 x 100 word post in one of our monthly newsletters | ✓ | ✓ | ✓ | ✓ |
| Price | \$75k | \$45k | \$20k | \$10k |

KEY FACTS FROM OUR 2020 CONFERENCE SERIES

➤ People, organisations and communities we work with:

- › Patient and Patient Representatives
- › Public Providers of Healthcare, Private Providers of Healthcare and Academic Institutions
- › Industry: Pharma, Professional Services, MedTech
- › Academic Institutions
- › Public and Private Insurers
- › Not-for-Profit Organisations
- › Government and Regulatory Bodies


1,055

instances of attendance throughout all the live events and post-events combined



809
attendees across all live events



We expect an increase in delegate attendance by **10%** in 2021



246
post-event attendees via event recordings

128
speakers



made up of industry experts, patient representatives and government officials



400
organisations attended



37
countries across the world

➤ About ICHOM:



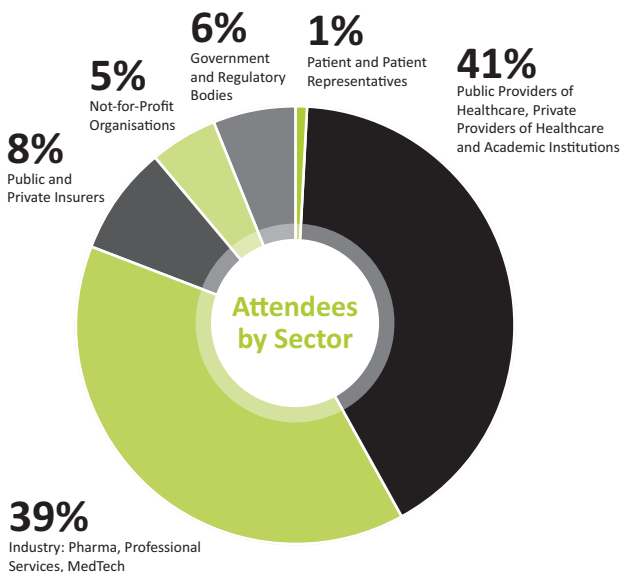
50

different health conditions covered



39

standard sets completed to date



➤ ICHOM's powerful network of VBHC thought leaders include:



4,726

Twitter followers



4,672

LinkedIn followers



18,000

people across the globe have joined the ICHOM community



5254

Healthcare Providers