



# HealthCare Executive Group

## 2021 Sponsorship Prospectus

Originally the Managed Care Executive Group (MCEG), now the HealthCare Executive Group (HCEG), was founded in 1988 by healthcare executives looking for a forum where the open exchange of ideas, opportunities for collaboration, and transformational dialogue could freely ensue.

HCEG is a national network of select healthcare executives and thought leaders, across the entire health care spectrum, who navigate the tactical and strategic issues facing organizations today and provide a platform that promotes healthcare innovation and the development of life-long relationships.

As a grass-roots organization of executives leading risk-bearing health systems, payer and provider organizations, HCEG has:

- Membership restricted to senior level healthcare executives, thought leaders and industry influencers
- A “users’ group” network of executives supporting creation, curation, and exchange of strategic and tactical information
- Focus Area Roundtables where members discuss specific priorities with select HCEG sponsors serving as thought leader moderators
- An annual Top 10 list of challenges, issues & opportunities ranked by members that drives year-round events, member-sponsor interaction opportunities, content creation and member communication initiatives
- Monthly webinars and online chats, participates actively on social media, collaborates on member and sponsor led white papers and case studies and distributes regular newsletters to over 5,000 contacts

*Year-Round,  
Intimate Access to  
C-Suite Decision  
Makers, Industry  
Disruptors, and  
Innovators*

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HealthCare Executive  
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**Celebrating over 30+ years at the  
forefront of innovation and  
technology**

# Supporting Healthcare Leader Priorities

For the last decade, the HealthCare Executive Group has provided healthcare leaders, industry participants, and the companies that support healthcare organizations with two unique information products to help frame and inform their innovation and digital transformation initiatives:

## 2021 HCEG Top 10+

2021 HCEG Top 10+	
** 2021 HCEG Top 10 **	** COVID-19 Additions **
01-Consumerism	11-Pandemic Impact/Preparedness/Response
02-Costs & Transparency	12-Supply Chain Optimization
03-Delivery System Transformation	
04-Accessible/Virtual Points of Care	** HCEG Member Additions **
05-Data & Analytics	13-Culture/Innovation/Leadership
06-Interoperability	14-Technology
07-Holistic Individual Health	15-M & A/Joint Ventures
08-Healthcare Policy	16-Public Health/Population Health
09-Next Gen/Value Payment Models	
10-Privacy & Security	

The HCEG Top 10 has been a pillar of the HealthCare Executive Group for over 10 years and provides insight into the primary challenges, issues, and opportunities currently facing healthcare executives in the United States.

Due to COVID-19, a special survey of HCEG members and a survey of predictions from industry leaders was performed in late 2020 and early 2021. As a result, the 2021 HCEG Top 10+ list includes additional priorities that are used as the basis for

HCEG's content development, curation, and educational programming throughout the year.

The HCEG Top 10+ also generates significant interest, discussion, promotion, and on-going commentary and amplification from leading media, event organizers, and industry thought-leaders.

## The 10<sup>th</sup> Annual Industry Pulse

The HCEG Top 10 also serves as the basis for the Industry Pulse – a long-running, annual research survey co-commissioned by HCEG and sponsor Change Healthcare - that offers a detailed analysis of deeper insight into healthcare leader priorities.

### COVID-19 Impact to Healthcare Leader Priorities

In the 3rd quarter of 2020, a "COVID-19 Flash Survey" was performed to assess the pandemic's impact to the Industry Pulse. That research – released in September - revealed areas of significant difference AND continued agreement between health plans/payers and providers on COVID-19's impact to executive priorities. These findings, and additional research performed by HCEG, have led to the updated and augmented 2021 HCEG Top 10+.



## Leverage HCEG Content to Connect w/ Healthcare Leaders

Each year, the HCEG Top 10 and Industry Pulse research generate significant interest, discussion, and promotion by 3<sup>rd</sup> parties. These two unique, annually recurring research products provide the basis, context, and ongoing opportunity for creating and sharing information and insight on how approaches, products, and services to address the challenges, issues, and opportunities facing healthcare leaders.

HCEG sponsors support our network of healthcare leaders and industry participants by building upon these two information products. A small number of annual sponsors engage with HCEG members and its network on these priorities throughout the year – not just for once or for a few days.

To develop a sponsor specific HCEG relationship for 2021, [contact us](#).

# Guiding Executives through Innovation, Change and Growth

## Over the last two years the HealthCare Executive Group

- Co-sponsored the 10<sup>th</sup> Annual Industry Pulse research report in February 2020 and a special COVID-19 Flash Update to the report in August 2020
- Participated in major healthcare industry events with our sponsors - facilitating introductions and networking between HCEG members, industry thought leaders, and others
- Co-hosted fifteen webinars including a special 2-part skit on Interoperability & Consumer Data Access in October 2020
- Created and shared original content via dozens of blog posts, video interviews, and podcasts
- Distributed 30+ newsletters and eBlast's to our subscriber list of over 5,000+ healthcare industry participants
- Participated in podcasts produced by leading healthcare media and partner organizations
- Hosted Executive Leadership Roundtables in coordination with leading healthcare conferences. On average, 75 attendees participated in each of these invite-only, intimate half-day events addressing specific HCEG Top 10 challenges, issues & opportunities
- Promoted and supported VIP cocktail receptions with our Sponsors including a special Red Sox/Yankees game as part of our 2019 Annual Forum



## 2021 – Partnering to Drive Sponsor Value All Year Round

As changes forced by the pandemic continue to unfold, HCEG continues to provide value to our current and future sponsors by leveraging our partnerships with leading healthcare industry associations and innovative healthcare event organizers such as:

HLTH Future of Healthcare Forum

AHIP Institute & AHIP CDF

HIMSS Conference & Exhibition

World Health Care Congress

WEDI Annual Conference

AAPAN



# More Than A Typical Sponsorship

Sponsors support HCEG's role as a non-profit organization by assisting with the ongoing information needs and innovation initiatives of participants in the HCEG Network. Various approaches and avenues for engaging with HCEG's network of healthcare members, industry executives, and thought-leaders - throughout the year and not just during a single in-person or virtual conference event – are available. Some of approaches and avenues include:

- Participating in formal and informal thought leadership and brand development opportunities
- Sharing information with HCEG's entire network or targeted segments via email messaging
- Sharing insight and information via Focus Area Roundtables and Webinar Series Events: Live or pre-recorded interviews, panel discussion, Q & A, and fireside chats
- Co-creating and curating content then amplifying that content via HCEG's blog, newsletter, targeted emails, and social networks
- Collecting information on industry developments and leadership priorities via short surveys
- Providing information, insight, and innovation for specific areas of HCEG's Top 10 List
- Helping define and promote content and messaging through active participation on the HCEG Board and various committees
- Co-marketing content supportive of sponsor objectives via HCEG's digital channels and events
- Inviting a limited number of healthcare executives to join the HealthCare Executive Group

Through all of the ways HCEG offers value to its sponsors, HCEG strives to maintain the role of an independent and credible source to leverage and amplify specific sponsor content, activities and product/service offerings that support the priorities of the HCEG network.



## Become a Sponsor & Connect with Healthcare Executives

HCEG works with companies to create customized, virtual, annual sponsorship packages ranging from \$25,000 to \$30,000 depending on options selected.

**Contact us today to explore how the HealthCare Executive Group can help facilitate your brand-awareness, thought leadership, and networking objectives in 2021.**