



# 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 influencers
- A “users’ group” network of executives supporting the creation, curation, and exchange of strategic and tactical information
- 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*

**Email:** [info@hceg.org](mailto:info@hceg.org)

**Phone:** 617-302-6224

**Twitter:** @hcexecgroup

**LinkedIn:**

HealthCare Executive  
Group

**Web:** [www.hceg.org](http://www.hceg.org)



**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 them with two unique information products to help frame and inform their innovation and digital transformation initiatives:

## The 2020-2021 Interim HCEG Top 10 Plus

2020-2021 Interim HCEG Top 10	
1.	(2) Consumer Experience
2.	(1) Cost and Transparency
3.	(3) Delivery System Transformation
4.	(8) Accessible Points of Care
5.	(4) Data and Analytics
6.	(5) Interoperability/Consumer Data Access
7.	(6) Holistic Individual Health
8.	(9) Healthcare Policy
9.	(7) Next Generation Payment Models
10.	(10) Privacy/Security
(New)	COVID-19/Pandemic Preparedness
(New)	Supply Chain Optimization

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.

Based on HCEG member input gathered and ranked throughout the year, the HCEG Top 10 encourages continuous and evolving dialog and serves 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 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 long-time 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 "2020-2021 Interim HCEG Top 10 Plus."



## 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 information 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.

Our sponsors support our network of healthcare leaders and industry participants by building upon these two information products. HCEG is now confirming a small number of annual sponsors to network with HCEG and its network on these priorities throughout 2021.

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

# 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

As changes forced by the pandemic unfold of the next year, 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 serving the ongoing information and innovation initiatives of the HCEG Network. HCEG offers sponsors various approaches and avenues for engaging with HCEG's network of healthcare executives and industry thought-leaders - throughout the year and not just during a single conference event. Some of these approaches include:

- Helping define and promote content and messaging year-round through active participation on the HCEG Board and various committees
- Participating in formal and informal thought leadership and personal brand development opportunities
- Sharing information with HCEG's entire network or targeted segments via email messaging
- Collecting information on industry developments and priorities via surveys
- Sharing insight and information via Webinar Series Events: Live or pre-recorded interviews, and fireside chats
- Co-creating and curating content via HCEG's blog, newsletter, video/audio recordings, and social networks
- Providing information, insight, and innovation for specific areas of HCEG's Top 10 List
- Co-marketing supportive content via HCEG channels and networking 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 a critical and credible source to leverage and amplify sponsor content, activities and offerings that support the priorities of the HCEG network.



## Become a Sponsor & Connect with Healthcare Executives

HCEG works with companies to expand their presence and amplify their brand through annual sponsorship packages ranging from \$25,000 to \$50,000 depending on options selected.

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