

2017

MEMBERSHIP



HEALTHCARE
HCEG
EXECUTIVE GROUP



HEALTHCARE EXECUTIVE GROUP

The HealthCare Executive Group (HCEG) is a national network of executives representing the supply side of healthcare: health plans, health systems, provider organizations and other health industry participants coming together to continually learn, grow, share and reshape the industry. HCEG's members are executive leaders from some of the most dynamic health plans, health systems, and provider organizations in the United States. The HealthCare Executive Group is supported by a select network of sponsor partners, industry advisers and alumni. A single membership fee covers all HCEG events and content including HCEG's Annual Forum, Executive Leadership Forums, a wide range of live and recorded education content and programming delivered via multiple channels, and other benefits.

HCEG Member Organizations

Enrollment in the Healthcare Executive Group is on an invitation-only basis and limited to a total of 40 member organizations with each member organization receiving unlimited access to HCEG events, resources and benefits for two executives of the organization. Additional executives can obtain access for an additional fee. HCEG members do not have to pay any additional fees besides their initial membership investment.

Qualified member organizations include public and private organizations from across the healthcare industry including, but not limited to, health plans, health systems, accountable care organizations, hospitals, and providers.

Sponsor Partners and Advisory Members

To support HCEG's mission, a limited number of sponsor partners – essentially vendors of goods and services to the healthcare organizations to which HCEG members belong - contribute support to HCEG's vision, mission, objectives and events. These sponsors, industry advisors and other thought leaders are engaged to help deliver exceptional education, exhibition and networking resources and collaboration to help our members address their priorities, issues and challenges. For more information about HCEG sponsorship, see <http://hceg.org/becoming-a-HCEG-sponsor/>

Alumni Members

Healthcare executives who join HCEG while an employee of a qualified member organization and who later change their employment status (retirement, self-employment, etc.) may continue membership as HCEG alumni pending HCEG board approval and payment of dues as approved by the HCEG Board. Alumni members enjoy all benefits as regular members including the option to share strategic advice and support to the HCEG board and individual members.

HCEG Committee and Board Members

Executives from a HCEG member organization may serve on the HCEG Board and any of three committees charged with directing HCEG's educational programming, membership and sponsor activities. In addition, a board of directors guides the overall direction of the Healthcare Executive Group and any HCEG member in good standing may apply for board membership. HCEG members are encouraged to join a committee or the board to help ensure its organization's interests are represented and aligned with its operational and strategic priorities.

Sponsor Partners, Advisory Members and Alumni Members assist with helping HCEG members be aware of priorities, issues and challenges as they arise and to help members understand the impact of regulations and legislation that may have an impact on their respective organizations, now and in the future.

For additional information regarding HCEG, and inquiries on membership, please email info@hceg.org or visit www.hceg.org/membership/.

HCEG Member Value Built Upon Two Core Values

(1) That healthcare executives trust their peers more than any other source when facing industry priorities, issues, and challenges; and

(2) That, because those industry priorities, issues, and challenges evolve every year, our programs must allow our members to customize the dialogue as their operational and strategic priorities shift in response to market dynamics, new legislation and regulations.

The topics discussed at HCEG events and via our communication channels are customized based on member input and preference. HCEG encourages its members to ensure their organization's interests are represented in our educational events and educational programming; via interaction with other members, our support staff and via membership on HCEG committees. Essentially, each HCEG member is a trusted editorial advisor that helps identify and shape coverage and content provided to all of our healthcare decision-maker members.

How HCEG Provides Value to its Members

Healthcare is changing and the Healthcare Executive Group is working to support the transformation of healthcare in America through three key strategies:

1. Thought Leadership

Top 10 Priorities, Issues & Challenges

Each year at the Annual Forum, HCEG members and sponsor partners identify, discuss and rank the major priorities, issues and challenges facing each member organizations. An iterative, tablet-based process is used to cull all priorities, issues and challenge into the HCEG Top 10 Priorities, Issues & Challenges list. This list then becomes the keystone for on-going discussion, industry-wide analysis, subsequent research and content development throughout the following year. For more info see <http://hceg.org/hceg-top-ten/>



The Industry Pulse

In addition to guiding the overall thought-leadership, knowledge exchange, and general content development initiatives throughout the year, HCEG's Top 10 Priorities, Issues & Challenges list serves as the basis for the survey used to develop The Industry Pulse - a national industry-wide survey where healthcare leaders across the nation are invited to participate in additional research to backdrop and contrast their perspectives against the items on the Top 10 list.

2. Live Events

Annual Forum

HCEG's Annual Forum provides the setting and support for HCEG members to come together for 3-days to discuss the innovation, evolution and transformation of the healthcare industry. Members are granted direct access, at no additional cost, to all their HCEG member peers, industry thought-leaders and solutions providers from across the country; facing similar obstacles and providing opportunities, while engaging in real, relevant and productive dialog.

HCEG's 2017 Annual Form will be held on September 13th through the 15th in Nashville, TN. More information on the 2017 Annual Forum can be found at <http://hceg.org/2017-annual-forum>

Executive Leadership Forum

HCEG's Executive Leadership Forums (ELF) are special member-only events typically held prior to other major industry conferences in certain locations many HCEG members are likely to attend. The goal of the ELF events is to leverage member meeting opportunities by bringing members together to explore in venues in which they're otherwise going to be attending.

HCEG plans to have four Executive Leadership Forums events in 2017. More information on the Executive Leadership Forum can be found at <http://hceg.org/executive-leadership-forum/>

3. Educational Content and Programming

Identifying, curating and delivering useful information on the critical priorities, issues, challenges, emerging trends and market forces that have a high probability of impacting member organizations is a primary benefit of HCEG membership. In addition, HCEG's Top 10 Priorities, Issues & Challenges list serves as the basis for HCEG's ongoing educational opportunities throughout the year. Each of the Top 10 items is explored at various levels of depth and breadth throughout the year and delivered via various types of mechanisms and channels including:

**Weekly Newsletters | Pre-recorded Webcasts and Podcasts
Virtual Panels and Tweetchats | Blog Posts including LinkedIn and Facebook
Email Blasts and Micro-Blog Posts | Live Interactive Webinars**

In 2016, HCEG sponsored six webinars showcasing important topics such as value-based reimbursement, provider-payer integration, retail healthcare, cybersecurity, and other topics of interest to HCEG members. Visit <http://hceg.org/webinars/> for more information on HCEG educational content for 2017.

Feb 2-8, 2017
Employer & Payers 13th Annual Executive Forum

Feb 19-23, 2017
2017 HIMSS Conference

Mar 6-8, 2017
Health Plan Consumerism Conference

Mar 8-9, 2017
AHIP National Health Policy Conference

Apr 30-May 3, 2017
14th Annual Health Plan and Payer Summit

Jun 6-8, 2017
AHIP Institute & Expo 2017



Healthcare Conference Summaries

HCEG also provides post-event summaries of popular healthcare industry events held throughout the year. Highlights of conference proceedings and content from these events are shared with HCEG members via HCEG’s communication channels. The following events are tentatively included for the 2017 membership year:

Educational/Editorial Calendar

Each year, HCEG publishes an educational/editor content calendar that defines the events, educational content and other programming in store for members throughout the year. HCEG members and sponsors are an integral part of developing the calendar at the start of the year and throughout the year as new events and opportunities are identified. For more information on HCEG’s 2017 calendar see <http://hceg.org/2017-education-editorial-calendar>

Everything’s Included: HCEG members never pay registration fees to attend the Annual Forum, Executive Leadership Forum’s, webinars and other programming are all included as part of HCEG membership benefits.

HCEG Membership Investment Options

The following are 2017 rates for membership in the Healthcare Executive Group.

	Association Member Standard	Association Member Strategic	Association Member Individual ¹
Direct Rate	\$2,500	\$3,750	\$750
Partner/Affiliate Rate²	\$2,125	\$3,190	N/A
Attend Annual Forum	2 Executive Participations	3 Executive Participations	1 Executive Participation
Access to Events, Webinars & Content	Unlimited	Unlimited	Unlimited
Contribute	•Eligibility Board of Directors •1 Committee Seat	•Eligibility Board of Directors •1 Committee Seat	N/A

1 - To include additional member(s) in a Standard or Strategic Membership

2 - For member organizations belonging to AHIP, HIMSS, HPA and other healthcare associations.

Please contact info@hceg.org or call 954.361.5236 for more information

Why Join the Healthcare Executive Group?

As a healthcare executive in 2017, you are faced with rapid change, an exceptionally unstable legislative and regulatory environment and increasingly sophisticated technology priorities, issues and challenges— like cybersecurity, changes to value-based reimbursement, retail health consumerism, election-related legislation/regulatory changes, big data and analytics, and more. You need to connect with other executives on a collaborative and opportunistic basis to share and solve problems, devise new ways of thinking, and stay current in an ever-changing field. HCEG membership provides you and your organization with a competitive connection. Membership in the Healthcare Executive Group helps you:

- Discover exceptional education, exhibition and networking
- Get equipped with the resources and collaboration you need to address your priorities, issues and challenges
- Be in the know about the hottest healthcare technologies and how you can use them
- Learn what's working for others in the industry — and how you can apply their solutions in your organization
- Find creative answers to challenges — including the latest technology innovations
- Connect with and learn from colleagues, thought leaders and other industry experts
- Develop life-long relationships that will serve you long into the future



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