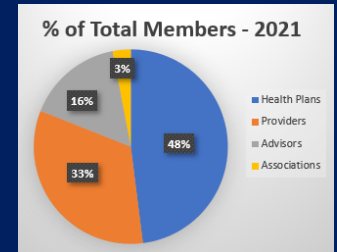


2022 Sponsorship Prospectus

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

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 among healthcare stakeholders could freely ensue.

HCEG is a non-profit, national network of select healthcare executives and thought leaders representing health plans, health systems, risk-bearing providers, and other industry organizations. HCEG helps this spectrum of stakeholders navigate the tactical and strategic issues facing their organizations and provides a platform to promote 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:

- Executives trust their peers more than any other source
- Programs and content are customized as member priorities, issues, and challenges evolve due to market dynamics
- Ongoing, multi-channel collaboration is better than a single event
- Membership limited to senior level healthcare executives, thought leaders and industry influencers
- A “users’ group” of executives supporting creation, curation, and exchange of strategic and tactical information
- Series of Focus Area Roundtables where members discuss specific priorities with select HCEG sponsors and partners serving as thought leaders and facilitators
- An annual HCEG Top 10 priority list of challenges, issues & opportunities ranked by members that drives year-round events, member-sponsor interaction opportunities, content creation and member communication initiatives
- The Industry Pulse, a national survey that builds upon select focus areas of the HCEG Top 10
- Monthly webinars and online chats, active presence on social media, collaborates on member and technology sponsor-led white papers and case studies and publishes regular newsletters to 5,000+ subscribers

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Celebrating 34+ years working together to improve and reshape healthcare at the forefront of innovation and technology

Identifying & Supporting Healthcare Leader Priorities

For over a 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:

2022 HCEG Top 10

2022 HCEG Top 10

1. **Cost:** Prices, Profits, & Transparency
2. **Consumerism:** Aligned, Centered, & Engaged Healthcare
3. **Accessibility:** Primary Care, Points of Service, & Care Transformation
4. **Delivery:** Transforming to Achieve the Quadruple Aim
5. **Health:** Individual, Population, & Public Health
6. **Digital:** Value-Creating Technologies & Tools
7. **Leadership:** Talent, Strategy, & Workplace Environment
8. **Payment:** Value-Based, Collaborative, & Equitable
9. **Data:** Liquidity, Interoperability, & Analytics
10. **External:** Policy, Governmental, & Non-Traditional Entities



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.

Rather than the in-person Annual Forum discussions and voting, HCEG members voted and ranked

a list of 20+ priority issues in late 2021. As a result, the 2022 HCEG Top 10 will be used as the basis for HCEG's content development, curation, and educational programming throughout the coming year.

The Industry Pulse

The HCEG Top 10 also serves as the basis for the Industry Pulse – a long-running, annual research project. The Industry Pulse offers a confirmation and augmentation of HCEG member perspectives and allows for a more detailed analysis of and discussion into healthcare leader priorities. The 11th Annual Industry Pulse is co-developed and co-commissioned by HCEG and WEDI, the Workgroup for Electronic Data Interchange.



Leverage HCEG Ecosystem to Connect with Healthcare Leaders

Each year, the HCEG Top 10 and Industry Pulse research generate significant interest, discussion, promotion and on-going commentary and amplification from leading media, event organizers, industry thought-leaders, and other 3rd 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 technology sponsors support the HCEG Network of healthcare leaders and industry participants by building upon these two information products. HCEG offers a small number of annual technology sponsors various channels to engage with network members throughout the year – not just once or for a few days.

To develop a sponsor specific relationship with the HealthCare Executive Group for 2022, contact us.

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Guiding Executives through Innovation, Change and Growth

- Co-developed/co-sponsored Annual Industry Pulse research report with sponsor partner in February 2020 with a special COVID-19 Flash Update to the report in August 2020
- Co-hosted fifteen HCEG Top 10 Focus Area Roundtables facilitated by sponsor partner thought leaders
- Participated in major healthcare industry events with our sponsors - facilitating introductions and networking between HCEG members, industry thought leaders, and others before, during, and after events
- Created, promoted, and produced live webinars, pre-recorded webcasts and podcasts with our technology sponsors
- Created and shared original content via dozens of blog posts, video interviews, podcasts, and social media channels
- Distributed dozens of newsletters and eBlast's to 5,500+ healthcare industry participants
- Participated in podcasts produced by leading healthcare media and partner organizations
- Hosted Executive Leadership Roundtables, invite-only, intimate half-day events addressing specific HCEG Top 10 focus areas, in coordination with leading healthcare conferences
- Promoted and supported networking among members of the HCEG network



2022 – Partnering to Drive Sponsor Value All Year Round

As changes forced by the pandemic continue to unfold, HCEG continues to provide value to the HCEG Network and 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
- The Healthcare Innovation Congress
- WEDI Conferences

Partnering with HCEG enables our sponsors to leverage their investment in other events and channels.



Not A Typical Sponsorship

Technology sponsors support HCEG's role as a non-profit organization by assisting with the on-going information needs and innovation initiatives of participants in the HCEG Network. Various approaches and channels for engaging with the HCEG Network of executives and thought-leaders throughout the year - and not just during a single in-person or virtual conference or webinar event – are available. Some of the ways HCEG and sponsors support the HCEG Network while advancing sponsor objectives include:

- Providing thought leadership on HCEG Top 10 priorities by facilitating a series of Focus Area Roundtables
- Sharing relevant insight and information via Webinar Series Events: Live or pre-recorded information shared in panel discussion, Q & A, or fireside chat formats
- Participating in formal and informal thought leadership and brand development opportunities in conjunction with HCEG partner associations
- Sharing information with HCEG's entire network or targeted segments via personalized email messaging to the HCEG Network of 5500+ participants
- Co-creating and curating content amplified by blogs, newsletters, targeted emails, and social networks
- Sponsoring a panel at HCEG's end of year Annual Forum – virtual or in-person, if available
- Collecting information on industry developments and leadership priorities via short surveys
- Providing information, insight, and innovation on specific focus areas of HCEG's Top 10 List
- Helping define content and messaging through participation on HCEG Board and 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 provides value to its sponsors, HCEG strives to maintain the role of an independent, objective, year-round, and credible source that leverages and amplifies sponsor product/service offerings, content, and activities supporting the HCEG network



Support HCEG & Connect with Healthcare Executives

HCEG provides multi-faceted, year-long sponsorship packages for approximately \$20,000-\$45,000 depending on historical relationships and options selected. HCEG is willing to customize relationship packages based on specific requirements.

Contact us today to explore how the HealthCare Executive Group can help facilitate your brand-awareness, thought leadership, and networking objectives in 2022.