

THE VIRTUAL
**COMPASSION
IN ACTION**
HEALTHCARE CONFERENCE

Compassion: Building a Better Healthcare Future

JUNE 15-SEPTEMBER 30, 2021

SPONSOR & EXHIBITOR GUIDE



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COMPASSION
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HEALTHCARE CONFERENCE

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Sponsor and Exhibitor Opportunities

The Schwartz Center for Compassionate Healthcare is an international leader in the movement to put compassion at the heart of healthcare and prioritize the mental health and well-being of healthcare professionals. Our vision is a world where all who seek and provide healthcare experience compassion.

From June to September 2021, the Schwartz Center will host the [Virtual Compassion in Action Healthcare Conference](#), which will bring together clinicians, health system leaders and others who are committed to making compassion a priority in their organizations and communities.

Participants will engage with colleagues from across the globe and experience immersive sessions that will leave them inspired, equipped with knowledge and skills and supported by new partners to create and sustain cultures of compassion.





2021 Virtual Conference: At a Glance

PURPOSE

Provide continuing education and community, focused on organizational culture change using strategies based on empathy, communication, interpersonal skills and interprofessional collaboration as well as networking opportunities for healthcare professionals across all medical specialties.

ATTENDEES

This conference is ideal for:

- Organizational leaders, directors and managers of healthcare professionals
- Practicing healthcare professionals and ethicists
- Patient and clinician experience officers and teams
- Quality and safety professionals and risk managers
- Health professional educators
- Human resources and employee assistance program professionals
- Spiritual care providers and chaplains
- Professional society leadership representatives
- Policy and public health representatives

CONFERENCE THEMES

- Advancing diversity, equity and inclusion in healthcare
- Communicating and engaging with patients, families and each other
- Compassionate responses to social challenges
- Creating compassionate organizational cultures
- Leading with compassion
- Compassion research: correlations and outcomes
- Mitigating stress and cultivating resilience, mental health and well-being

TOPICS

Impact of COVID-19

Health Equity

Compassionate Leadership

Substance Use Disorders

Clinician Mental Health
and Well-being

Technology

2020 Speaker Highlights



**REV. JOAN JIKO
HALIFAX, PHD**
Abbot, Upaya Zen Center



CHRIS HERREN
*Former Professional Basketball
Player, Author, Motivational Speaker
and Wellness Advocate*



MARY T. BASSETT, MD, MPH
*Director, François-Xavier Bagnoud
Center for Health and Human
Rights at Harvard University*

Compassionate Healthcare Leadership in the Era of COVID-19

MODERATOR



**LORRAINE RYAN,
BSN, MPA, ESQ.**
*Senior Vice President
Legal, Regulatory and
Professional Affairs,
Greater New York
Hospital Association*



**TOSAN O. BOYO, MPH,
FACHE**
*Chief Operating Officer, San
Francisco General Hospital
Deputy Commander,
San Francisco COVID-19
Command Center*



**ROSANNE RASO, DNP,
RN, NEA-BC, FAAN**
*Vice President and Chief
Nursing Officer, NewYork-
Presbyterian Hospital/Weill
Cornell Medical Center*



**ANGELA PATTERSON,
DNP, FNP-BC, NEA-BC,
FAANP**
*Chief Nurse Practitioner
Officer, CVS MinuteClinic
Vice President, CVS Health*



PENNY WHEELER, MD
*President and Chief Executive
Officer, Allina Health*

What We've Learned About Health Inequities from This Pandemic and What We Can Do About It

MODERATOR



DANI MONROE, MSOD
*Chief Diversity, Equity and
Inclusion Officer, Mass
General Brigham*



**KARTHIK SIVASHANKER,
MD, MPH, CPPS BH**
*Medical Director for Quality,
Safety and Equity, DQS/DI&E,
Brigham Health*



TERRY STANCIN, PHD, ABPP
*Chief of Psychology, Vice-Chair for
Research, Psychiatry, and Director,
Child & Adolescent Psychiatry &
Psychology, The MetroHealth System
Professor, Departments of Psychiatry,
Pediatrics, & Psychological Sciences,
Case Western Reserve University*



**JENNIFER VALENZUELA,
LICSW, MPH**
*Chief People & Equity Officer,
Health Leads*

Sponsorship Levels and Benefits

PLATINUM \$50,000+

- Introduction/moderator for a virtual keynote or master panel (e.g. CEO Leadership panel)
- Acknowledgement during virtual keynote presentation
- 10 complimentary virtual conference registrations
- Logo placement on each of the 30+ webinar presentations, which will be viewed by 800+ attendees
- Company logo recognition on conference mobile app
- Recognition in Schwartz Center e-newsletter, Touchpoints, sent to more than 31,000 people*
- Targeted social media posts sent to our audiences on your behalf
- Name recognition on the electronic invite sent to more than 31,000 people*
- Recognition on Schwartz Center website and in social media outlets
- Name recognition in the 2021 Schwartz Center Annual Report
- Opportunity to include up to two items in a virtual tote bag for attendees
- Opportunity to surprise event attendees with a home delivery
- Opportunity to lead a virtual VIP networking session
- Sponsor spotlight through a 30-second sponsor-created video stating why your company is committed to compassionate care for all
- Sponsored social-responsibility message distributed to attendees**
- Virtual exhibitor hall booth
- Opportunity to record a welcome video message for exhibit hall visitors

Our 2020 conference attracted more than 850 participants from 43 states and 9 countries including these most common roles:

SENIOR HEALTHCARE LEADERS AND EXECUTIVES

DIRECTORS OF QUALITY, PATIENT SAFETY, AND PATIENT EXPERIENCE

PHYSICIANS AND MEDICAL DIRECTORS

NURSES AND NURSING MANAGERS

SOCIAL WORKERS, CASE MANAGERS, AND SPIRITUAL CARE PROVIDERS

96% of participants said they would make changes in their clinical, teaching, research or administrative work because of attending the conference.

GOLD \$25,000+

- 10 complimentary virtual conference registrations
- Logo placement on each of the 30+ webinar presentations, which will be viewed by 800+ attendees
- Company logo recognition on conference mobile app
- Recognition in Schwartz Center e-newsletter, Touchpoints, sent to more than 31,000 people*
- Name recognition on the electronic invite sent to more than 31,000 people*
- Recognition on Schwartz Center website and social media outlets
- Targeted social media posts sent to our audiences on your behalf
- Name recognition in the 2021 Schwartz Center Annual Report
- Opportunity to include up to two items in a virtual tote bag for attendees
- Opportunity to lead a virtual networking session
- Sponsored social-responsibility message distributed to attendees**
- Virtual exhibitor hall booth
- Opportunity to record a welcome video message for exhibit hall visitors

SILVER \$10,000+

- 5 complimentary virtual conference registrations
- Name recognition on each of the 30+ webinar presentations, which will be viewed by 800+ attendees
- Name recognition on the electronic invite sent to more than 31,000 people*
- Recognition on Schwartz Center website and social media outlets
- Targeted social media posts sent to our audiences on your behalf
- Name recognition in the 2021 Schwartz Center Annual Report
- Opportunity to include an item in a virtual tote bag for attendees
- Virtual exhibitor hall booth
- Opportunity to record a welcome video message for exhibit hall visitors

BRONZE \$5,000+

- 3 complimentary virtual conference registrations
- Name recognition on the electronic invite sent to more than 31,000 people*
- Recognition on Schwartz Center website and social media outlets
- Targeted social media posts sent to our audiences on your behalf
- Name recognition in the 2021 Schwartz Center Annual Report
- Opportunity to include an item in a virtual tote bag for attendees
- Virtual exhibitor hall booth
- Opportunity to record a welcome video message for exhibit hall visitors

* The Schwartz Center mail and email lists include senior leaders from hospitals, health plans, health associations, biotech, pharmaceutical and medical device industries, as well as more than 500 healthcare member organizations from across the country, and patients and families who are committed to making compassionate care a national priority.

** Please note that all messages will be reviewed and approved by the Schwartz Center

To learn more about sponsoring the conference, visit: compassioninactionconference.org/sponsors or contact Melissa Restivo at mrestivo@theschwartzcenter.org or 617-724-6795

Exhibitor Levels and Benefits

BENEFITS OF PARTICIPATION

- Gain access to healthcare professionals and representatives from institutions across the country
- Raise awareness about your organization
- Make connections with leading thinkers from all sectors of healthcare
- Demonstrate a strong commitment to making compassionate care a national priority

DELUXE \$3,500

- Opportunity to set up a “table” in our virtual exhibit hall
- Increased exposure as virtual conference will run for several months
- Exclusive exhibitor branding on a relevant conference session
- A targeted message of your choosing pushed out to our conference app users**
- Targeted social media posts sent to our audiences on your behalf
- Opportunity to distribute a coupon code, promotion, or downloadable content to our conference registrants
- Opportunity to record a welcome video message for exhibit hall visitors
- Organization’s logo displayed on conference website and in smartphone application
- Organization’s contact name, email and phone listed in smartphone application
- Name recognition in conference electronic invitation, sent to more than 31,000* people
- Name recognition on conference website for one year
- Name recognition on Schwartz Center social media outlets
- 3 virtual conference passes – includes access to all sessions, both live and recorded

PREMIUM \$2,500

- Opportunity to set up a “table” in our virtual exhibit hall
- Increased exposure as virtual conference will run for several months
- Targeted social media posts sent to our audiences on your behalf
- Opportunity to distribute a coupon code, promotion, or downloadable content to our conference registrants
- Organization’s name listing in conference smartphone application
- Name recognition in conference electronic invitation, sent to more than 31,000* people
- Name recognition on conference website for one year
- Name recognition on Schwartz Center social media outlets
- 2 virtual conference pass - includes access to all sessions, both live and recorded

SUPPORTER \$1,500

- Opportunity to set up a “table” in our virtual exhibit hall
- Increased exposure as virtual conference will run for several months
- Name recognition in conference electronic invitation, sent to more than 31,000* people
- Name recognition on conference website for six months
- 1 virtual conference pass - includes access to all sessions, both live and recorded

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** Please note that all messages will be reviewed and approved by the Schwartz Center



Sponsor Registration Form

ORGANIZATION NAME _____

ADDRESS _____
STREET CITY STATE ZIP

CONTACT PERSON NAME AND TITLE _____

TELEPHONE NUMBER _____ EMAIL _____

PLEASE CHECK ONE OF THE FOLLOWING

- ☐ **Platinum** - \$50,000+
- ☐ **Gold** - \$25,000+
- ☐ **Silver** - \$10,000+
- ☐ **Bronze** - \$5,000+
- ☐ **Other amount** _____

PAYMENT

- ☐ **Credit Card**
Charge \$ _____ on my credit card ☐ Mastercard ☐ Visa ☐ AmEx
Name on Card _____
Card Number _____ Exp. Date _____
- ☐ **Check** Enclosed in the amount of \$ _____ and made payable to the Schwartz Center.
- ☐ **Bill me** Please email invoice to _____

MAIL TO:

The Schwartz Center for Compassionate Healthcare
P.O. Box 417597, Boston, MA 02241-7597

Phone: 617-643-4067 Fax: 617-643-6123
Tax ID number: 04-1564655

Exhibitor Registration Form

ORGANIZATION NAME _____

ADDRESS _____
STREET CITY STATE ZIP

CONTACT PERSON NAME AND TITLE _____

TELEPHONE NUMBER _____ EMAIL _____

PLEASE CHECK ONE OF THE FOLLOWING

☐ Deluxe \$3,500 ☐ Premium \$2,500 ☐ Supporter \$1,500

NAME(S) OF BOOTH REPRESENTATIVE(S) FOR NAME BADGE(S)

ORGANIZATIONS YOU WISH TO BE NEAR OR FROM WHICH YOU DESIRE SEPARATION

PLEASE PROVIDE A ONE TO TWO SENTENCE DESCRIPTION OF YOUR ORGANIZATION TO BE INCLUDED IN THE CONFERENCE EXHIBITOR MATERIALS

PAYMENT

☐ **Credit Card**

Charge \$ _____ on my credit card

☐ Mastercard

☐ Visa

☐ AMEX

Name on Card _____

Card Number _____ Exp. Date _____

☐ **Check** Enclosed in the amount of \$ _____ and made payable to the Schwartz Center.

☐ **Bill me** Please email invoice to _____

MAIL TO:

The Schwartz Center for Compassionate Healthcare
P.O. Box 417597, Boston, MA 02241-7597

Phone: 617-643-4067 Fax: 617-643-6123

Tax ID number: 04-1564655

Virtual Exhibitor Terms

- No virtual booth can be assigned until full payment is received by the Schwartz Center.
- Exhibitor agrees to adhere to all deadlines set by the Schwartz Center for requested materials.
- Virtual exhibitor space is available for the full duration of the conference – from June 15, 2021, to September 30, 2021.
- Cancellations of an exhibit booth after May 15, 2021, will not receive a refund.
- The Schwartz Center will solicit and accept support only for projects and activities that are consistent with our mission.
- The Schwartz Center determines how funds provided by exhibitors will be used.
- Exhibitors cannot receive continuing education credits.
- Exhibitors may not engage in sales, promotional activities (including, but not limited to, presentations, posing questions, or otherwise contributing to or influencing the academic discourse), or distribute product-specific advertisements while in any conference sessions.
- The Schwartz Center does not provide product endorsements (approvals).
- The Schwartz Center will be vigilant at all times to avoid any real or apparent conflict of interest in accepting donations.

I agree to the terms, as outlined above, for exhibiting at the Compassion in Action Healthcare Conference.

SIGNATURE _____

NAME/TITLE (PRINT OR TYPE) _____

DATE _____

Return completed form no later than Friday, April 30, 2021 to conference@theschwartzcenter.org

