CONVERGENCE: A DEEP PARTNERSHIP BETWEEN PROVIDERS AND PAYERS

Convergence is the accelerating trend of deeper collaboration between providers and payers to jointly succeed at value-based care. It is reshaping the industry and Chilmark Research is at the forefront in creating a forum that fosters open dialog across key stakeholders in support of convergence strategies.

Unlike the ‘payvider’ model – where the two entities are combined under one owner – convergence allows providers and payers to operate independently while concurrently leveraging each other's strengths to optimize care delivery. Essential to any convergence strategy is shared risk, clear communication and technology that enables seamless, secure data sharing and analytics to manage costs and provide a best-in-market consumer/patient experience.

New convergence strategies are key to solving today’s care gaps, redundant workflows, and expensive, confusing patient experiences. The steady shift to value based payment models and managing health on a population level will continue to drive this evolution of the market for the foreseeable future – as well as the need for new technology solutions and best practices that enable a convergence strategy. Emergent examples of these applied strategies are already demonstrating that when successfully implemented, providers and payers achieve the Quadruple Aim: improved health outcomes, patient experiences and access to care all at lower – or contained – costs.

CONVERGENCE: THE CONFERENCE

Convergence 2018 is a two-day executive conference providing a forum for decision makers from across the healthcare sector to discuss and learn from one another. Conference sessions cover emerging strategies for effective provider-payer convergence and insights into their successful execution. Combined with the ample opportunities for further discussion in our intimate setting, attendees will leave with a comprehensive understanding of convergence: from broad, organization-wide strategies, to individual areas of care delivery ripe for reworking, with a focus on the technologies emerging to solve age-old problems still plaguing the industry.

Ensure you are a part of these discussions and new opportunities for thought leadership. Become a sponsor today!
WHY SPONSOR?

- One of the only event opportunities to highlight your company’s provider-payer convergence solutions to motivated stakeholders actively working in this area.
- Build relationships with high-level decision-makers representing a wide variety of organizations in an intimate conference environment.

- Affirm your organization’s thought leadership around this developing industry trend and market need.
- Learn from other organizations working towards convergence, including their success strategies and obstacles preventing greater success around value-based care.
**Types of Organizations Represented**

- Pharmaceutical: 1.8%
- Other Stakeholders: 10.3%
- Investor: 6%
- Health Plans: 7.8%
- Provider: 13.8%
- Tech Enablement: 60.3%

**Seniority of Attendees**

- C Suite: 35.7%
- Other Titles: 20.3%
- Manager: 9.8%
- Director: 13.4%
- VP: 18.8%

**2017 Companies in Attendance**

- 3M Health Information Systems
- Aetna
- Alloscripts
- American Medical Association
- Amgen
- Arcadia
- Archway Health
- athenahealth
- Atrius Health
- BCBS Louisiana
- Beth Israel Deaconess Medical Center
- Blue Cross Blue Shield of Massachusetts
- Boston Children’s Hospital
- Boston Medical Center
- Capital BlueCross
- CAQH
- CareEvolution, Inc
- CareMore Health System
- Cerner Corporation
- Cognizant
- Conversa
- Cynthia Kilroy Consulting
- Enli Health Intelligence
- Epic
eviCore Healthcare
- Fidelity Investments
- FondeX Investments
- Galen Healthcare Solutions
- GE Ventures
- Geisinger Health System
- Genesis LLC
- Google
- Health Advances
- Health Dialog
- Healthwise, Incorporated
- IBM Watson Health
- Interprets
- InterSystems
- Involution Studios
- Iron Mountain
- Long River Ventures
- Maestro Strategies
- Medecision
- Merck
- MBIIN
- NorthShore University Health System
- Ogden Murphy Wallace
- Oncomfort Inc.
- Orion Health
- Pegasystems
- Philips Wellcentive
- Premier Inc.
- Prosperata
- Remedy Partners
- SearchHealthIT
- Solutionreach
- SPH Analytics
- Spring Consulting Group
- Texas Medical Center
- TMC Innovation Institute
- Transcend Insights
- Trenton Health Team
- Trinity Health
- Value Care Strategies and Solutions
- Vision Source
- Visual Outcomes
- xG Health Solutions
2017 TESTIMONIALS

“Chilmark analysts are leading the crowd in innovative though leadership of a really patient-centric, value-based approach in the measures of the new healthcare as it evolves.”
- Founder, PHM Solution Vendor

“Chilmark has a knack for pinpointing emerging market trends and pulling together evidence, data, and best practice examples to educate the market on them. Their inaugural conference on Payer/Provider Convergence did exactly that and provided great case studies and success stories in this complex environment.”
- Executive, Analytics Company

“It has never been more important for payers, providers, employers and other stakeholders such as life sciences to come together. Seeing real life examples of this happening was very helpful and inspiring to me as we continue our strategies to help these stakeholders align around their members, patients and/or consumers.”
- Sr. Director of PHM at Enterprise EHR vendor

“It was a glimpse into the future of how health is provided.”
- Industry solution designer

“Intimate event makes it easy to mix and mingle with a great portfolio of leading provider, payer, and vendor representatives. Informative, provoking content. Great access to your favorite industry analysts.”
- Executive at PHM Vendor
### SPONSORSHIP TIERS

<table>
<thead>
<tr>
<th>Recognition</th>
<th>PLATINUM SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>SILVER SPONSOR</th>
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<tbody>
<tr>
<td>Free Passes:</td>
<td>4 sponsor + 6 client/prospect Passes</td>
<td>3 sponsor + 4 client/prospect Passes</td>
<td>2 sponsor + 2 client/prospect Passes</td>
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<tr>
<td>Recognition (applied to ‘Additional Sponsorships’)</td>
<td>$5,000</td>
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<td>Attendee Details</td>
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<tr>
<td>Exhibit Opportunity</td>
<td>High traffic 8x10 ft. exhibit space</td>
<td>High traffic 6 ft. table exhibit space</td>
<td>High-top table exhibit</td>
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<tr>
<td>Sponsored Mailings to Mailing List</td>
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<tr>
<td>Speaker Selection</td>
<td>Suggest speakers/panel moderators from 3 clients (CR will choose at least 1)</td>
<td>Suggest speakers/panel moderators from 3 clients (CR will choose 1)</td>
<td>Suggestions strongly considered</td>
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<td>Cost</td>
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### ADDITIONAL SPONSORSHIP OPTIONS

- **Plated Dinner Event** (exclusive, includes speaking opportunity during): $30,000
- **Lunch Sponsorships**: Multiple (2), Logo displayed during lunch, 10-minute speaking opportunity: $16,000 each
- **Breakfast Sponsorships**: Multiple (2), $10,000 each, both for $18,000
- **Morning Activity Sponsorship** (includes co-branded Convergence activewear T-shirts): $5,000
- **Coffee / Snack Breaks**: Multiple (4), $5,000 each
- **Charging Kiosks and Conference Wi-Fi**: $4,000 (exclusive)
- **Hotel Key Card**: $3,000 (exclusive)
This event will be hosted in the heart of Downtown Boston at the Hyatt Regency Boston. Discounted room rates have been secured for event attendees. We will be sharing the reservation link for the Convergence room block in the near future.

Steps from Boston’s most desirable area attractions such as the Boston Common, Faneuil Hall, the Freedom Trail and Fenway Park, this is a prime location for any visit to the city. The Hyatt Regency Boston is located in the exhilarating Downtown Crossing neighborhood alive with a new restaurant and nightlife scene and specialty shopping from boutiques to department stores and the famous Newbury Street just minutes away. The hotel is a block from the Boston Opera House and a 10-minute walk to the exciting North End neighborhood.

Guests can also take advantage of the complimentary 24-hour StayFit Gym, which offers the latest high-tech cardio with DirectTV installed on all equipment, new strength-training equipment from the industry leader, Life Fitness, a 52-foot indoor saline pool, and the Eucalyptus Steam Room and Sauna.

Recognition:
- 3 Star (Forbes Travel Guide)
- Four Diamond (AAA)
- EPA Energy Star Recipient
- Meetings Media – Best of the East
- Pinnacle Award from Successful Meetings Magazine
- Trip Advisor Certificate of Excellence
- Convenient access to major public transit lines and airport.
- 24-hour Business Center
- Pet friendly (minor fees apply)

GUIDELINES FOR SPEAKER PROPOSALS AND SPONSORED SESSIONS

Another benefit to sponsoring Convergence is the opportunity to highlight client successes and best practices by proposing potential speakers. Our Platinum-level sponsors also have their own sponsored sessions that we craft with you. Please read the following carefully as we will use these guidelines when considering proposed speakers and session plans. All proposed speakers and topics are subject to approval.

- All proposals must include an abstract that directly addresses the topic of convergence. Client case studies are particularly encouraged.
- Speakers must be from either payer or provider organizations only and C-suite-level executives, including for sponsored sessions. Vendor executives will be considered on a case-by-case basis, and only if they have recently held a position at a payer or provider doing work related to convergence.
- Speakers / sessions must be non-promotional. Sponsoring organizations and their products may be mentioned, but the focus of a presentation or session must remain on convergence strategies and benefits for stakeholders.
Ready to commit to fostering Convergence? Have questions? Let’s continue the conversation:

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