

NCQA & HL7® PRESENT

DIGITAL
 QUALITY
SUMMIT

SPONSORSHIP
PROSPECTUS

JULY 12-13, 2022 | ONLINE
BUILDING AN EQUITABLE DIGITAL HEALTH ECOSYSTEM

NCQA & Health Level Seven® (HL7) International are hosting the Digital Quality Summit, an educational and training event focused on innovative solutions to bridge the gaps in digital quality measurement.



THE SUMMIT

Digital Quality Summit 2022 will bring together people from across health care to engage with each other and learn innovative strategies that will be useful both now and in the future. Attendees will get the latest information and resources required to implement these strategies and how to make them work in their organizations.

CQL and HL7 FHIR® take center stage as Summit participants work together in dynamic, virtual sessions. Learning from experts and colleagues, they develop new ways to implement solutions, coordinate across disciplines and improve communication of HIT.



SPONSORSHIP OPPORTUNITIES

As a sponsor of Digital Quality Summit, your company sees the potential for innovation to build a better future. Sponsors will receive special recognition that acknowledges their support of improving health care quality and developing a path toward future success.



CONTACT US

For more information, contact **Harry Alba** at **202-735-3687** or **David Gordon** at **973-454-1311**



Sponsors receive
a **FULL YEAR** of
brand recognition
on ncqa.org



ABOUT NCQA

Our Mission: Improve the Quality of Health Care

NCQA is a private, nonprofit organization dedicated to improving health care quality. NCQA accredits and certifies a wide range of health care organizations. It also recognizes clinicians and practices in key areas of performance. HEDIS is the most widely used performance measurement tool in health care. NCQA's website (ncqa.org) contains information to help consumers, employers and others make informed health care choices.



ABOUT HL7 INTERNATIONAL

Our Mission: To provide standards that empower global health data interoperability

Health Level Seven® International (HL7) is an ANSI-accredited non-profit organization that empowers global health data interoperability by developing standards and enabling their adoption and implementation. In alignment with HL7's vision of "a world where everyone can securely access and use the right health data when and where they need it," HL7 created HL7 FHIR®, leveraging the latest web standards and applying a tight focus on interoperability.



Learn more, visit
www.digitalqualitysummit.org

Join Digital Quality Summit From Anywhere

July 12-13, 2022

ONLINE

750+ attendees registered for our virtual event in 2021! The Summit brings together a community of health care colleagues and industry experts to engage and interact through a virtual experience that will surpass expectations.

Attendees will receive the highest quality content in the highest quality format, designed to put sponsors front and center, so they can make the most of our interactive platform to engage with attendees.

Presentations and sessions will be recorded and available OnDemand. In 2021, OnDemand sessions had more than 1,500 views. Sponsors are showcased through enhanced branding during and beyond the event.



SUMMIT THEMES

Health
Informatics and
Intersectionality

An Innovative
Digital Quality
Ecosystem

Digitally Enabled
Care Innovations for
Clinicians and
Patients



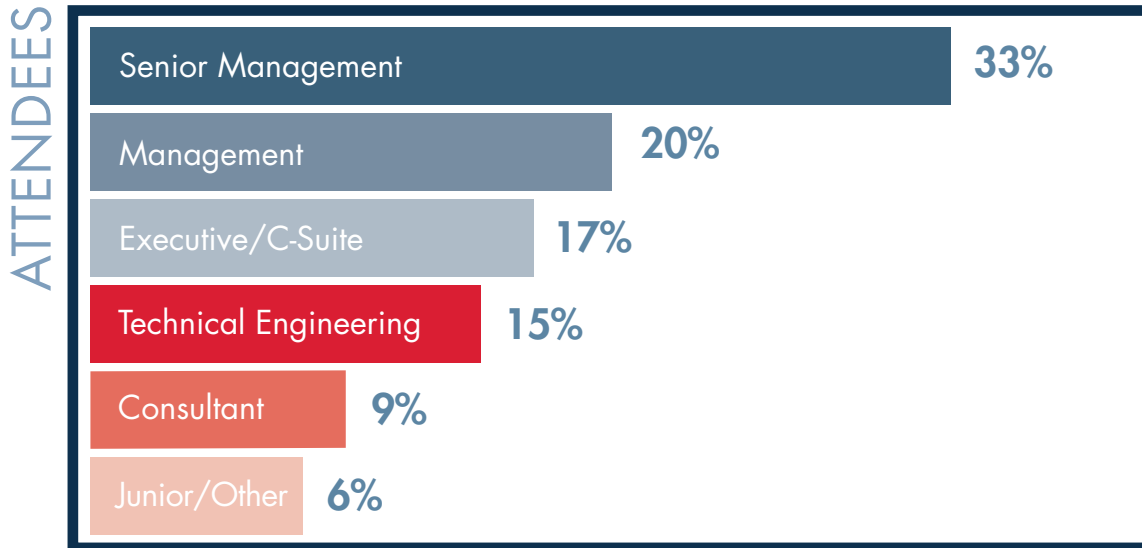
Visit the Digital
Quality Summit
site for an
up-to-date
schedule.



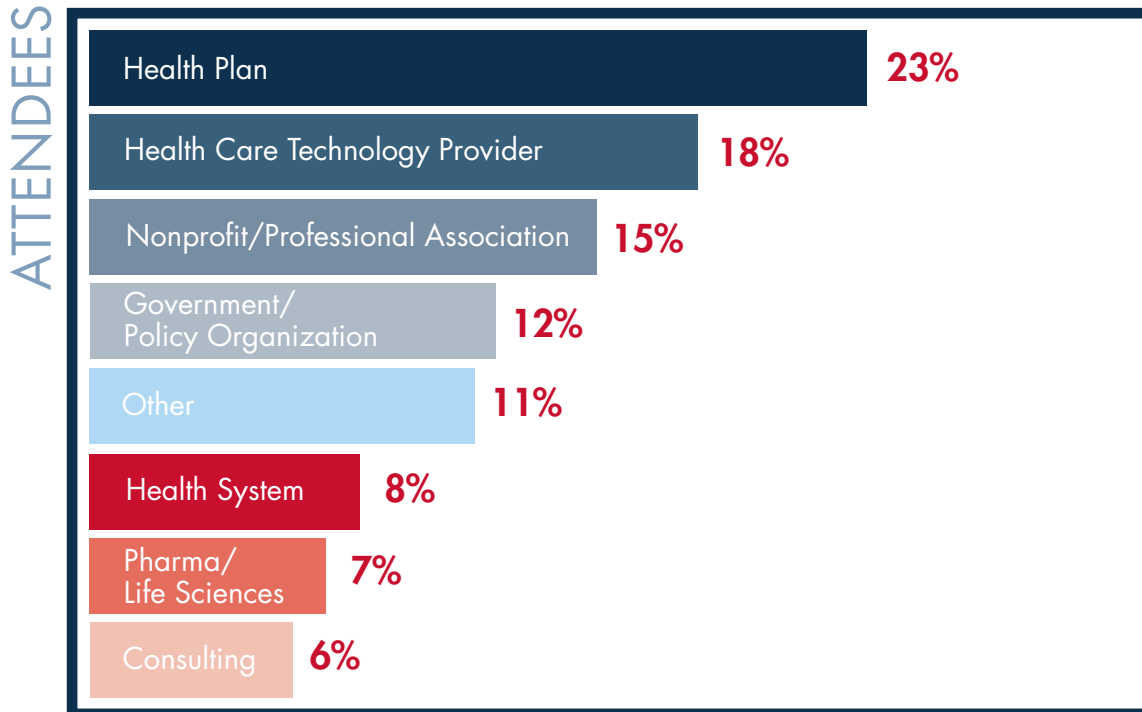
Diverse Health Care Specialists Attend the Summit

Digital Quality Summit more than doubled its attendees at our virtual events!

BY JOB LEVEL*



BY INDUSTRY*



*data from previous Digital Quality Summits.

Sponsor Resource Center

Our virtual platform offers sponsors opportunities to showcase their solutions and services, plus superior networking and metrics to target their key audience, generate leads, and connect directly with attendees during and beyond the event.

Booths in the Sponsor Resource Center are included in Bronze Level sponsorship packages and above.

UPGRADED FEATURES



Branding

- Company Logo
- Customized Background
- Contact Information
- Social Media Links
- Access for Team Members



Networking

- 1-to-1 Video Meetings
- Chat Function
- Search Attendees with Advanced Filters
- Promotional Giveaways



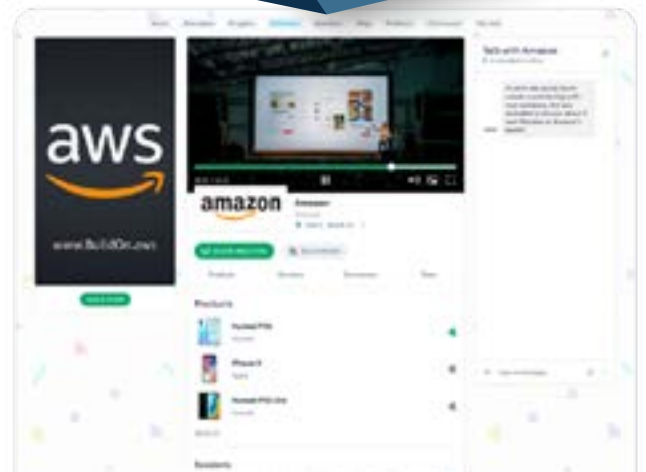
Booth Content

- Showcase Products & Services
- Company Assets (Videos, Links, and PDFs)
- Live Demonstrations or Presentations



Lead Generation

- Live Dashboard with Booth Analytics
- AI Powered Matchmaking
- Book Virtual Meetings



Previous Sponsors

Digital Quality Summit alumni are some of the industry's most influential health care leaders committed to quality. Be among the best in class for 2022.





DIGITAL QUALITY SUMMIT SPONSORSHIP LEVELS & BENEFITS

PRESENTING *One opportunity available.* **\$100,000**

- Grand rounds virtual visit by NCQA leadership
- 50 registrations to attend the virtual Digital Quality Summit
- Exclusive sponsorship of a session/track discussion topic*
- 60-second corporate message video aired at the start of Digital Quality Summit each day*
- Opportunity to present as part of the Digital Solutions Showcase general session
- Year-long recognition as a Silver Level sponsor for the Digital Measurement Community (\$10,000 value)
- Virtual booth in Sponsor Resource Center
- Prominent name/logo recognition as the Presenting Sponsor of Digital Quality Summit
- Pre- and post-event list of attendee titles and organizations represented (List will be provided 3 weeks before the event and 2 weeks after)
- Name/logo recognition within Digital Quality Summit virtual environment (web and/or mobile app)
- Name/logo recognition on all event-related emails and communications
- Name/logo recognition on Digital Quality Summit website
- Name/logo recognition on NCQA's Sponsorship webpage for one year
- Recognition via NCQA social media channels as a sponsor
- Marketing toolkit containing sample communications and materials to promote Digital Quality Summit sponsorship

PLATINUM **\$50,000**

- 40 registrations to attend the virtual Digital Quality Summit
- 60-second corporate message video aired each day at the close of keynote session during the Summit*
- Opportunity to present as part of the Digital Solutions Showcase general session
- Year-long recognition as a Bronze Level sponsor for the Digital Measurement Community (\$5,000 value)
- Virtual booth in Sponsor Resource Center
- Prominent name/logo recognition as the Platinum Sponsor of Digital Quality Summit
- Pre- and post-event list of attendee titles and organizations represented (List will be provided 3 weeks before the event and 2 weeks after)
- Name/logo recognition within Digital Quality Summit virtual environment (web and/or mobile app)
- Name/logo recognition on all event-related emails and communications
- Name/logo recognition on Digital Quality Summit website
- Name/logo recognition on NCQA's Sponsorship webpage for one year
- Recognition via NCQA social media channels as a sponsor
- Marketing toolkit containing sample communications and materials to promote Digital Quality Summit sponsorship

*Subject to approval by NCQA & HL7



DIGITAL QUALITY SUMMIT SPONSORSHIP LEVELS & BENEFITS

GOLD

\$25,000

- 25 registrations to attend the virtual Digital Quality Summit
- 30-second corporate message video aired between sessions during the Summit*
- Opportunity to present as part of the Digital Solutions Showcase general session
- Virtual booth in Sponsor Resource Center
- Prominent name/logo recognition as the Gold Sponsor of Digital Quality Summit
- Pre- and post-event list of attendee titles and organizations represented (List will be provided 3 weeks before the event and 2 weeks after)
- Name/logo recognition within Digital Quality Summit virtual environment (web and/or mobile app)
- Name/logo recognition on all event-related emails and communications
- Name/logo recognition on Digital Quality Summit website
- Name/logo recognition on NCQA's Sponsorship webpage for one year
- Recognition via NCQA social media channels as a sponsor
- Marketing toolkit containing sample communications and materials to promote Digital Quality Summit sponsorship

SILVER

\$10,000

- 12 registrations to attend the virtual Digital Quality Summit
- Opportunity to present as part of the Digital Solutions Showcase general session
- Virtual booth in Sponsor Resource Center
- Name/logo recognition as a Silver Sponsor of Digital Quality Summit
- Name/logo recognition within Digital Quality Summit virtual environment (web and/or mobile app)
- Name/logo recognition on all event-related emails and communications
- Name/logo recognition on Digital Quality Summit website
- Name/logo recognition on NCQA's Sponsorship webpage for one year
- Recognition via NCQA social media channels as a sponsor
- Marketing toolkit containing sample communications and materials to promote Digital Quality Summit sponsorship
- Pre- and post-event list of attendee titles and organizations represented (List will be provided 3 weeks before the event and 2 weeks after)

"I find this to be an extraordinary gathering of like-minded folks with different sets of expertise focusing on how to measure quality and then fill the care gap."

- Previous DQS attendee

*Subject to approval by NCQA & HL7



DIGITAL QUALITY SUMMIT SPONSORSHIP LEVELS & BENEFITS

BRONZE

\$5,000

- 6 registrations to attend the virtual Digital Quality Summit
- Opportunity to present as part of the Digital Solutions Showcase general session
- Virtual booth in Sponsor Resource Center
- Name/logo recognition as a Bronze Sponsor of Digital Quality Summit
- Name/logo recognition within Digital Quality Summit virtual environment (web and/or mobile app)
- Name/logo recognition on all event-related emails and communications
- Name/logo recognition on Digital Quality Summit website
- Name/logo recognition on NCQA's Sponsorship webpage sponsor for one year
- Recognition via NCQA social media channels as a sponsor
- Marketing toolkit containing sample communications and materials to promote Digital Quality Summit sponsorship

SUPPORTING

\$2,500

- 3 registrations to attend the virtual Digital Quality Summit
- Name/logo recognition as a Supporting Sponsor of Digital Quality Summit
- Name/logo recognition within Digital Quality Summit virtual environment (web and/or mobile app)
- Name/logo recognition on all event-related emails and communications
- Name/logo recognition on Digital Quality Summit website
- Name/logo recognition on NCQA's Sponsorship webpage for one year
- Recognition via NCQA social media channels as a sponsor
- Marketing toolkit containing sample communications and materials to promote Digital Quality Summit sponsorship

"I think we're going to have some true improvements in how we measure in the future."

- Previous DQS attendee

"The format of speakers and breakout sessions highlighted the differing views and challenges we face in terms of quality measurement."

- Previous DQS attendee



DIGITAL QUALITY SUMMIT SPONSORSHIP ENHANCEMENTS

Sponsorship Enhancements are unlocked after commitment to sponsor the event at any of the six levels available. Sponsorship Enhancements are limited and available on a first-come, first-served basis.

EVENT PLATFORM _____ \$15,000 (3 MAXIMUM)

Sponsor the Digital Quality Summit 2022 Event Platform and your company will be prominently displayed on the event homepage accompanied by no more than 2 additional sponsors. Through an enhanced virtual experience, attendees will connect and engage with each other and the speakers.

CUSTOM PUSH NOTIFICATIONS _____ \$2,500 (10 MAXIMUM)

Communicate to all attendees with a custom push notification at a designated date and time during the live event. Make an announcement, promote your booth, or share a quality-focused message directly with attendees.

CORPORATE MESSAGE VIDEO

30-SECOND _____ \$5,000

60-SECOND _____ \$10,000

Get your corporate message front and center for attendees with a 30 or 60-second video aired during the Summit. Content subject to approval by NCGA and HL7.

NCQA & HL7® PRESENT

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Contact Harry Alba or David Gordon for more information or to discuss which sponsorship opportunity is right for your organization.

Harry Alba
Assistant Vice President, Corporate & Foundation Relations, NCQA
(202) 735-3687 | alba@ncqa.org

David Gordon
Senior Sales Executive, NCQA
(973) 454-1311 | dgordon@ncqa.org



BECOME A
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