

# HFMA Networking & Thought Leadership Sponsorship Opportunities

## HFMA EXECUTIVE HOSPITAL ON-SITE BRIEFINGS

### Description

The Hospital on-site Briefings are one-day, invitation-only programs intended to provide invited senior financial executives with a heightened awareness of emerging issues and the chance to explore the strategic opportunities and operational demands embedded in the issues presented. It is anticipated that 20-40 executives will participate in each briefing. The programs will be held in a provider facility selected by the Sponsor with final approval provided by HFMA.

Each briefing will begin with an executive level summary focusing on the substantive strategic implications of the topic. This strategic framing of the issue will establish the context for an extensive case study of a provider facility that is addressing the selected issue. The case study provides the foundations necessary for participating executives to identify next steps and develop plans for their respective organizations. Following the case study, the program will provide a facilitated discussion aimed at identifying opportunities, organizational demands and best practices. The briefing will conclude with a tour of the hosting provider facility.

**Sponsorship Fee:** \$25,000

### Program Objectives

The Hospital Briefings are intended to:

- Examine the strategic implications and operational demands of select emerging issues/hot topics
- Provide invited hospital executives with the insight needed to identify new opportunities for their organizations
- Specify the organizational demands and “next steps” needed to succeed



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## HFMA EXECUTIVE ON-SITE BRIEFINGS, Cont.

### Responsibilities

*HFMA will be responsible for:*

- Developing the topic content and issues to be covered in the Program
- Developing and executing the executive level summary presentation, including securing speaker
- Developing and executing the closing facilitated discussion
- Overseeing the case study content and presentation
- Final approval for all content presented in the Program
- Marketing the event
- Conducting registration at the event
- Fees associated with speaker, marketing and registration

*Sponsor will be responsible for:*

- Providing input to HFMA on the topic content and issues to be covered, including input on the learning objectives and case study
- Identifying the provider that will present the case study and host the tour and making appropriate arrangements
- Securing meeting space and related logistics
- Managing the event tour and related logistics
- All fees associated with meeting room, tour, food and beverage

### Sample Agenda

Morning

9:30a.m. – 10:30a.m. HFMA Executive Introduction

10:30a.m. – 10:45a.m. Break

10:45a.m. – 12:45p.m. Provider Case Study and Workshop on the Issue

Afternoon

12:45p.m. – 1:45p.m. Lunch

2:00p.m. – 3:30p.m. HFMA Facilitated Discussion: Opportunities/Demands and Best Practices

3:45p.m. – 4:00p.m. Debrief of Day: Participants - Lessons Learned, Next Steps

4:00p.m. – 5:00p.m. Facility Tour

Optional

5:00p.m. – 6:30pm Sponsor Reception (all costs covered by Sponsor)



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