



metropolitan philadelphia chapter

SPONSORSHIP PROGRAM



About HFMA

The Healthcare Financial Management Association (HFMA) is the leading membership organization for healthcare financial management professionals nationally. The Metropolitan Philadelphia Chapter of HFMA enrolls approximately 4,000 local professionals employed by our area's hospitals, integrated delivery systems, managed care organizations, ambulatory and long-term care facilities, physician practices, accounting and consulting firms, and insurance companies. Our members' positions include chief financial officers, vice presidents, controllers, patient accounts managers, accountants, and consultants.

HFMA is committed to being an indispensable professional resource for healthcare financial managers. The association provides comprehensive resources to help its members take advantage of opportunities for revenue growth and cost control, navigate regulatory compliance issues such as HIPAA, avoid labor shortages, maximize information technology opportunities, and position their organization to benefit from the changing economic environment.

The Sponsorship Program

We have always relied upon the support from various vendors to underwrite our numerous education programs. We have developed a comprehensive corporate sponsorship program to provide maximum benefit and consistent recognition throughout the year. Sponsorship funds are vital to ensuring that we can continue to provide quality programming for our members at affordable rates. Corporate sponsor participation in our activities enables leading and innovative industry experts to contribute to the depth of our programs.

Throughout the chapter year, our sponsors stand with us. They supplement the cost of our education programs, our social events, our website, and our newsletter. They assist us in finding effective speakers for our seminars. They join our network of experts and "industry insiders." With their in-depth participation in our Chapter, instead of being vendors, our sponsors frequently become our colleagues and friends to whom we can turn to for assistance when needed.

Our sponsorship program enables your organization to put its message in front of the healthcare industry's most important decision makers. You can gain visibility, establish vital relationships, and position your products and services with the finance professionals who control spending in the local healthcare industry. The purchasing authority of our executive members include influence over the selection of consulting services, audit and accounting services, billing and collection services, reimbursement services, software/hardware products and services, equipment and asset management, electronic data exchange, insurance products, databases, and more.

Not only will you extend your networking with industry leaders, your participation at our chapter's educational programs will also provide opportunities for expanding your knowledge of the industry and contributing your expertise to the content of our programs. Your participation will also align your company with the HFMA brand, which is widely recognized for value, quality and innovation.

Corporate Sponsorship Program Levels

The Corporate Sponsorship Program is divided into four-tiers, each tier provides significant opportunity for you to achieve marketing objectives, build brand awareness, and identify leads.

PRESIDENT'S CLUB (\$4,000)

The President's club is an exclusive opportunity for loyal organizations that have participated in our Chapter as Gold Level Sponsors for the previous two years. This level provides an outstanding opportunity to show our membership how appreciative we are of your continuing support. Organizations that reach this level of participation can take pride in exhibiting elite status with our membership.

PRESIDENT'S CLUB BENEFITS:

Here are all of the benefits of the President's Club:

- Only available to Gold Level Sponsors from the previous two consecutive years
- Includes all the benefits of Gold Level Sponsorship with these enhancements:
 - Opportunity to set up an exhibit table at three (3) education programs (inclusive of the one from Gold)
 - Four (4) complimentary meeting registrations that can be used at any educational event that year (can be given to clients or prospective clients, (inclusive of the 3 from Gold)

GOLD LEVEL (\$4,000)

The Gold Level offers a premium "Branding" opportunity for your company. As a Gold Level Sponsor, your organization will receive consistent and very prominent recognition with all Chapter resources throughout the year. Your company's name will be associate with all Chapter activities and you and the limited number of other Gold and President Level Sponsors will be the exclusive sponsors of our annual golf outing. The outstanding and unique benefits associated with this level will enable you to establish or deepen a relationship with our loyal HFMA members.

GOLD LEVEL BENEFITS

- The company logo will be displayed via a slideshow used at all of our education events
- Opportunity to set up an exhibit table at one (1) education program
- Recognition as a Sponsor of our Annual Golf Outing
- Four (4) passes to the Annual Golf Outing Three (3) complimentary meeting registrations that can be used at any educational event that year (can be given to clients or prospective clients)
- One (1) Company spotlight article in a chapter newsletter
- Premium recognition as a Sponsor on web site with company's logo and link to the organization's web site
- Company Logo in newsletter

SILVER LEVEL (\$2,500)

The Silver Level provides an opportunity for our company to establish a strong presence with the financial decision-makers in our membership base. As a Silver Level Sponsor your organization's name will be associated with numerous education sessions and you will have the opportunity to directly network with our membership at two of those sessions. This level of sponsorship offers a leading opportunity to make contact with our membership base and to align your products and services with the quality name recognition of HFMA.

SILVER LEVEL BENEFITS

- Opportunity to set up an exhibit table at one (1) education program
- Two (2) complimentary meeting registrations that can be used at any educational event that year (can be given to clients or prospective clients)
- Recognition as a Sponsor on web site with a link to company's web site
- Company logo will be displayed via a slideshow used at all of our education events

BRONZE LEVEL (\$1,000)

The Bronze Level offers you an opportunity to introduce your organization to our membership and provides an excellent venue to make our membership aware of your company's products and services. In addition to the benefit of recognition at two of our seminars, this sponsorship level provides a listing on our Chapter's web site.

BRONZE LEVEL BENEFITS

- Opportunity to set up an exhibit table at one (1) education program
- One (1) complimentary meeting registration that can be used at any educational event that year. (can be given to clients or prospective clients)
- Recognition as a Sponsor on web site with a link to company's web site
- Company logo will be displayed via a slideshow used at all of our education events

Individual Event Sponsor

Acting as an Individual Event Sponsor gives you the opportunity to target your message to a specific membership audience while considering a corporate membership.

INDIVIDUAL EVENT SPONSOR BENEFITS

- Recognition as an Event Sponsor at selected education program (excluding the A&A Update and Annual Golf Outing)
- Opportunity to set up an exhibit table at selected education program
- One (1) complimentary meeting registration (can be given to client or prospective client)

Education Events

Throughout the year we conduct numerous education seminars. These programs are widely attended by our members as well as by non-members in the healthcare financial management field. Each program is directed at a certain topical area and as such it attracts attendees from particular niches in the field. The programs are hosted by various local hospitals or are held at area hotels. Listed below is the typical program schedule for the Chapter year. As a Chapter Sponsor, you will have an opportunity to be either an Event or an Exhibit Sponsor for selected programs. More details will become available closer to the event date.

Event sponsorship is limited and will be awarded on a first come, first serve basis per event.

*Sponsorship for the A&A Update and Annual Golf Outing is limited to President's Club and Gold Sponsors.

Sponsorship Duration

Sponsorship levels are for 12-month intervals and are based on the calendar year. Sponsors who wish to join mid-year will pay pro-rated dues. You will be invited to renew your sponsorship level prior to expiration.

Chapter Newsletter – For years our membership has turned to the ***MetroLines***, our newsletter, to stay current on chapter activities and industry information. In each issue we will include “spotlight” articles on our President's Club and Gold Level Sponsors. These articles are designed to educate our membership rather than advertise products or services

Website Link – Our chapter's website (<https://www.hfma.org/chapters/region-3/metropolitan-philadelphia/>) has increasingly become the preferred forum for membership communications. Our website is frequently visited by our membership as well as by other professionals in the industry. All of our sponsors will be recognized on this site and visitors will be able to hyperlink from our site to yours.

Register today at [Metropolitan Philadelphia Chapter Sponsorships](#)

For more information about the sponsorship program, contact a member of our Sponsorship Committee:

Shiny George
Vice President, Revenue Cycle
Jefferson Health
Phone: 215-275-5661
Email: Shiny.George@jefferson.edu

Meir Miskin
Senior Manager
KPMG LLP
Phone: 267-216-7141
Email: MMISKIN@KPMG.COM

David A. Griffith, CPA
Controller
The Devereux Foundation
Phone: 610-542-3002
Email: dgriffi3@devereux.org

Fabian Stone
Vice President, Revenue Cycle Operations
Children's Hospital of Philadelphia
267-426-1888
Email: stonef@chop.edu

Julia Cascerceri
Associate Director, Vendor Management & Performance Improvement
Penn Medicine
Phone: 267-981-2029
Email: Julia.Cascerceri@pennmedicine.upenn.edu