



Healthcare Technology 3.0 - Exploring the New Paradigm

For more than a decade, The MiHIN Group has brought together changemakers in healthcare to discuss health information exchange (HIE). For 2021, we are excited to continue *virtually* gathering not only the healthcare community but also legal representatives engaged in healthcare information and policy, developers, product managers, and many other HIE pioneers across the nation through the ***Connecting Michigan for Health and More*** virtual event series.

This virtual series will include two, full-day cornerstone events featuring keynote speakers and industry leaders which will bookend three half-day, deep dive workshops led by subject matter experts. This year's virtual conference will focus on exploring the new paradigm of Healthcare Technology 3.0 and its implications for the ongoing evolution of healthcare delivery, experience, cost, and outcomes. It will address topics such as social determinants of health, CMS/ONC final rules, eConsent, virtual care, and more.

- **March 23** - Introduction to Healthcare Technology 3.0 - Exploring the New Paradigm
- **April 8** - Social Determinants of Health Workshop
- **June 24** - Virtual Care (Telehealth & Patient Reported Outcomes) Workshop
- **October 12** - Sharing Psychiatric ADT and Treatment Center Notifications Workshop
- **November 9** - Summary of Healthcare Technology 3.0 - Exploring the New Paradigm

By sponsoring, your company will be partnering with The MiHIN Group in a significant way to help shape the health IT landscape, while creating awareness of your brand, products, and services, and building new relationships. We hope you will join us in 2021!

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	DIAMOND \$25,000 LIMIT 1	PLATINUM \$10,000 LIMIT 3	TITANIUM \$5,000 LIMIT 5	GOLD \$2,500 UNLIMITED	EXHIBITOR \$1,000 UNLIMITED
Number of registrants (per event)	8	6	4	2	1**

PRE-EVENT BENEFITS

Press release	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Social media promo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Email blast mentions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition on website, registration page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

DAY-OF BENEFITS

Presentation during conference**	10 minutes	5 minutes			
Recognition on virtual platform	Home Page and General Sessions	General Sessions	General Sessions		
Live social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Virtual exhibit booth**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

POST-EVENT BENEFITS

Press release	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Year-long recognition in MiHIN monthly newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Guest blog	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
List of attendees*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Recognition in thank you email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

*Attendees must provide consent to share their contact information

**March and November events only