



# PROPOSAL FOR SERVICES

## OVERVIEW

eHealth Initiative (eHI) is pleased to submit this proposal for services to support you in achieving your goals for marketing, brand awareness, business development, thought leadership, and research. Over the last 17 years, eHI has partnered with hundreds of organizations working in healthcare whose ultimate business goal is to improve the quality of patient care and transform the healthcare delivery system.

Below are a few of the most popular services contracted through the Foundation for eHealth Initiative. These can be customized, specifically around topic areas and target audiences. Our main goal is to ensure that you find value from your work with us. These are just some of the opportunities that are available. We welcome your feedback on other services that might better support and fit your needs.

### Executive Interview Series \$10,000

*eHI, as a neutral non-profit, has great relationships, in both the public and private sector, with senior level executives in all the stakeholder groups in healthcare. Our interviews yield data that you need to improve your solutions and gain competitive knowledge. We target senior executives such as Chief Information officers, Chief Medical Officers, Chief Privacy & Security Officers, among providers and health plans. The interview data is wrapped up in a key finding summary. As an add-on, many clients contract with us to make the information public through a webinar.*

- Based on your desired target audience, eHI will identify a list of 20-25 identify senior executives for your approval to interview.
- eHI will propose a set of interview questions for approval by Supporter.
- eHI will handle scheduling and interviewing 10-12 key stakeholders (CIOs, CMO's, provider and payers).
- eHI will analyze the interview data and put together a key findings summary report.

### Survey \$10,000

*eHI conducts a variety of annual surveys that take the pulse of current attitudes, and practices across the healthcare ecosystem. These surveys are perfect for vendors to better understand their target customer, services, technology, and shifting market dynamics. The survey data is wrapped up in a key finding summary. As an add-on, many clients contract with us to make the key findings public through a webinar.*

- eHI will develop a set of 10-14 survey questions for your approval.

- eHI will send the survey out to its distribution list of over 20,000 individuals working in healthcare.
- eHI will market and promote the survey in its newsletter, member forums, and social media platforms.
- eHI will field the survey for 3 weeks or until desired response is received.
- eHI will analyze the survey data and put together a key findings summary report.

## Webinar \$8,000

*Webinars are designed for busy executives tackling the biggest challenges in healthcare. Webinars offer peer-to-peer learning opportunities. Potential leads may not attend a webinar hosted by a vendor for fear of a sales pitch. Using the eHI brand shows participants that it is a neutral forum, yet still provides you with new contacts and leads. You educate attendees rather than giving the appearance of advertising, while positioning your company as a thought leader.*

- Supporting company has the option to facilitate the webinar discussion.
- eHI can develop the agenda, and identify speakers, or the client can send a proposed agenda and potential speakers.
- eHI will market the webinar to its list of over 20,000 individuals working in and around healthcare.
- eHI will promote the webinar in our monthly CEO communication, member forums, and social media platforms.
- eHI will prominently position the “Supporter” logo on the registration page and on the webinar slides.
- A confirmation email will be sent to the registrants and include the Supporter logo.
- eHI will manage all technical aspects of the webinar.
- As the Supporter, you will receive the list of registrants with all contact information.
- Following the webinars, presentation slides will be highlighted on eHI’s homepage, and added to the eHealth Resource Center.

## White Paper Report \$6,000

*Co-branded white papers are one of the easiest and most popular ways to reach key decision makers, build your brand, and generate new sales leads. Viewers may not always download a paper from a vendor for fear of a follow up sales encounter. eHI white papers work because they educate readers rather than giving the appearance of advertising. White papers are professionally designed research papers that position your company as a thought leader.*

- Opportunity to highlight case studies from customers or clients.
- Provide input into the format and style of the white paper.
- Supporter has the right to review, edit and amend white paper once draft is complete.
- Prominent logo placement and name recognition.
- eHI will promote the webinar in our monthly CEO communication, member forums, and social media platforms.
- White paper will be promoted and highlighted on eHI’s homepage and in the eHealth Resource Center.
- eHI will use social media to promote the report with a link for download.

## Podcast \$5,000

*Podcasts engage listeners in a way that traditional media can't. Listeners love listening to podcasts because it's free, it's on demand, and they don't have to put up with annoying commercials. You will be the only thought leader speaking and you will get all the attention. Podcast sponsorships work well because it is you, the host, that is promoting the product or service. Podcasts give you the opportunity to utilize eHI's network to promote your good work!*

- Opportunity to highlight your thought leadership and brand.
- eHI will conduct the podcast and the supporter will review and edit the podcast before it goes live.
- eHI will do one blast to its list of 20,000 healthcare executive. The blast will include a link to the podcast and include company's logo.
- eHI will promote the podcast on our social media platforms.
- Podcasts will be promoted and highlighted on eHI's homepage for one month.
- Podcasts will reside in the eHealth Resource Center.

## Executive Roundtable \$20,000

*eHI convenes a series of roundtables each year, with different stakeholder groups, to collect valuable lessons learned and best practices. The goal is to build consensus and come up with a set of recommendations to move the industry forward. These meetings are designed for CIOs, CMIOs, CEO, and other senior executives from leading healthcare organizations across the country. Our roundtables provide a personal and intimate setting to further cultivate relationships with an existing customer or potential client.*

- eHI, in collaboration with your company, will identify 20-50 leading healthcare executives from top provider organizations.
- eHI will be responsible for confirming 12-15 executives to attend this roundtable.
- Your company has the option to moderate the discussion, otherwise eHI can identify a moderator.
- eHI will create and extend electronic invitations to the identified prospective participants. Invitations will recognize your company as the "Supporter" of the meeting.
- eHI will conduct all necessary outreach to confirm participation for 12 executives. This includes emails, follow up phone calls, and working with executive assistants on travel arrangements and details.
- eHI will identify, secure, and pay for the venue for the meeting, and manage all necessary logistics including a/v and catering.
- eHI will draft the agenda for the meeting and discussion. Your company will have final approval.
- eHI will secure all speakers. eHI will conduct prep calls with speakers, panelists and experts sharing or presenting any content. Speakers will be approved by your company.
- eHI will produce and develop all materials needed to support the meeting, including the agenda, copies of any presentations or slides.
- Following meeting, eHI will develop a brief, that summarizes the key finding from the meeting, and outline the recommendations that came out of the session for your company.

## Policy Briefing \$10,000

*eHI will organize a briefing and lunch in Washington DC, preferably on Capitol Hill, to educate Congressional leaders and staff, along with other policy makers and industry leaders on the current state of the healthcare in our communities today.*

- eHI will develop the agenda, in collaboration with Supporter.

- Supporter will have input into the selection of speakers. eHI will be responsible for securing and confirming speakers. eHI will conduct speaker prep calls.
- eHI will be responsible for marketing and securing participants, including Capitol Hill staff, federal agency officials, and other industry leaders and policy makers.
- Supporter has right to review and approve the invitation list.
- Supporter will be recognized as the Underwriter for either breakfast and/or lunch.
- Supporter will have the opportunity to identify individuals to invite, outside of eHI's network.
- Supporter will receive the registration list with contact information.
- eHI will produce and develop all materials needed to support the meeting.

## Demonstration and Pilot Projects

*eHI has the ability to conduct a number of innovative demonstration projects to test and analyze the outcome of data sharing through various systems, networks and solutions. The purpose for these projects is to study the impact, and showcase improved outcomes, for effective data sharing among various stakeholders including payers, providers, consumers, PBMs, HIEs and ACOs to name a few. The goal is to validate our research and support our overall mission to promote access to data, interoperability, and aid with technology adoption to improve care.*

- Costs will vary depending on the type and length of project. Please contact eHI for a proposal based on your needs.

## CONCLUSION

We stand ready to partner with you today! Please contact Amy Eckenroth, Senior Vice President for the Foundation for eHealth Initiative with any questions or for a formal agreement.

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