



SURGICAL HEALTHCARE CHALLENGE HACKATHON

An innovative conference that brings in all stakeholders involved in the care of the surgical patient



Sponsorship Prospectus

September 29-30, 2018 | Irvine, California



A social change movement affecting the heart of Surgical Healthcare

In 2012, Zeev Kain was one of the first in the US to implement the *Perioperative Surgical Home-Enhanced Recovery model (PSH-ER)*, as an essential clinical element of value-based care. As the Associate Dean of Clinical Operations at the University of California, as well as an anesthesiologist trained at Yale, Harvard and Columbia, Kain knew that over 60 providers could be working across the episode of care on a single joint replacement patient. Yet, cross-silo communication was poor.

The greatest barrier to achieving a patient-centric system of care is the fact that no one is really working together.

- Zeev Kain, MD

Dr. Kain has published extensively on these transformations and he is happy to share those articles with you. In 2016, he launched a national initiative to bring all these players together through a series of conferences. The success of these three conferences led to the establishment of the *American College of Perioperative Medicine*.

Following the success of the Interdisciplinary Conference on Orthopedic Value-Based Care, the Society has decided to launch together with MIT a 48-hour hackathon meeting aimed at improving the anesthetic and surgical care of patient undergoing surgery.

What is a "hackathon"? It is a portmanteau of the words "hack" and "marathon." A "hack" is a solution to a problem that is developed by intense innovative teamwork in a short amount of time. A hackathon is therefore a race to solve challenges against time.

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PLATINUM SPONSORS

\$15,000

Gain access to providers, executives, and innovators, and connect with multidisciplinary influencers and decision-makers.

BRANDING AND COMMUNICATIONS

- Keynote recognition, including a sponsor logo to be shown in the keynote pre-show
- Recognition in plenary sessions break slides
- Premier placement of logo and link on the Conference Website main page
- Premier placement of logo and link on the ACPM main page (ACPM.Health)
- Pre-registration and post-meeting mailing list for approved mailer (six uses)
- 150-word product/company description on the conference website
- Sponsor logo in the footer of pre-event conference communications to attendees
- Sponsor logo in the footer of post-event conference communications to attendees
- Podcasts and webinars – 2 each – over a 12-month period

ACCESS & PRESENCE

- 3 Full Conference passes

Sponsoring our Hackathon is more than just putting your money where your mouth is. It is a way to become a change agent within surgical care innovation. This is a great way to earn karma points and support an amazing community of built environment and tech innovators.

GOLD SPONSORS

\$10,000

BRANDING AND COMMUNICATIONS

- Premier placement of logo and link on the conference website main page
- Premier placement of logo and link on an ACPM website page
- Pre-registration and post-meeting mailing list for approved mailer (two uses)
- 100-word product/company description on the conference website
- Sponsor logo in the footer of pre-event conference communications to attendees sent
- Podcasts and webinar (one of each) over a 12-month period

ACCESS & PRESENCE

- 2 Full Conference passes



EXCLUSIVE SPONSORSHIPS (Limited to 1 Each)

Coffee Station Sponsor	\$3,000
Water Bottle	\$3,000
Conference Charging Station Sponsor	\$3,000
Meeting Bags	\$3,500

Promotional Material Distribution

- Promotional materials will be included in the participants' meeting bags.
- Single-sheet flyers: \$1,750.
- 1,250 minimum and maximum size of 8.5" x 11".
- Other promotional items: \$2,500
- This category includes booklets, oversized pieces and exhibitor samples; prior approval required

Prizes for Winners are Welcomed

To discuss sponsorship opportunities

please email Dr. Kain at zeev.kain@yale.edu

