



Healthier Rural *America*

2020 Summit / September 15th-17th
CHI Health Center / Omaha Nebraska



Produced by



A Healthier *WE*

*Transitioning from
Crisis to Well-Being*



Introduction

Join us for the *2020 Healthier Rural America Summit*, produced by *A Healthier WE*, a 501(c)3 non-for-profit organization.

The inaugural 2019 *Healthier Rural West Summit*, held during March in Salt Lake City, Utah, resulted in documented positive feedback, extensive collaborative networking, and a strong request to stage the forum again. All participants expressed their concerns about the challenges confronting rural health and how best to implement practical, timely solutions at the local, state and federal level, in a bi-partisan way.

Learn more about HRWS here: <http://healthierruralwestsummit.org>

Unprecedented advances in medical interventions, innovative and disruptive technologies, and increased inter-connectivity amongst all stakeholders offer opportunities to radically improve health and well-being.

But poorly nuanced policy, under-funded public health, rising healthcare costs, and disparities in access to care are exacerbating poor health outcomes in rural areas. Increasing poverty, an aging population, antiquated educational approaches, and a rapidly changing environment now pose imminent challenges. Based on the theme, *Transitioning from Crisis to Well-Being*, the *Healthier Rural America Summit* will address these challenges and share successful strategies for creating well-being in rural America and beyond.

Demonstrate your leadership position and commitment to shaping the future of Rural Health.

Supporters and partners have a unique opportunity to become part of this evolving event and make an impactful contribution to improving well-being in Rural America. From presenting your insights in the main program, to showcasing your expertise in one of our deep-dive breakout sessions, or hosting a VIP event, the Summit enables supporters and partners to be seen as thought leaders and be part of forming the critical relationships and alliances that are needed to affect change.

“In these times, when ‘I’ is replaced with ‘WE’, even *illness* becomes *wellness*. We can only work towards a healthier rural America together.”

— Phil Polakoff, MD

Founder/CEO, A Healthier WE

Consulting Professor, Stanford University School of Medicine

Affiliated Scholar, Bill Lane Center for the American West, Stanford University

Member, New England Journal of Medicine Catalyst Council

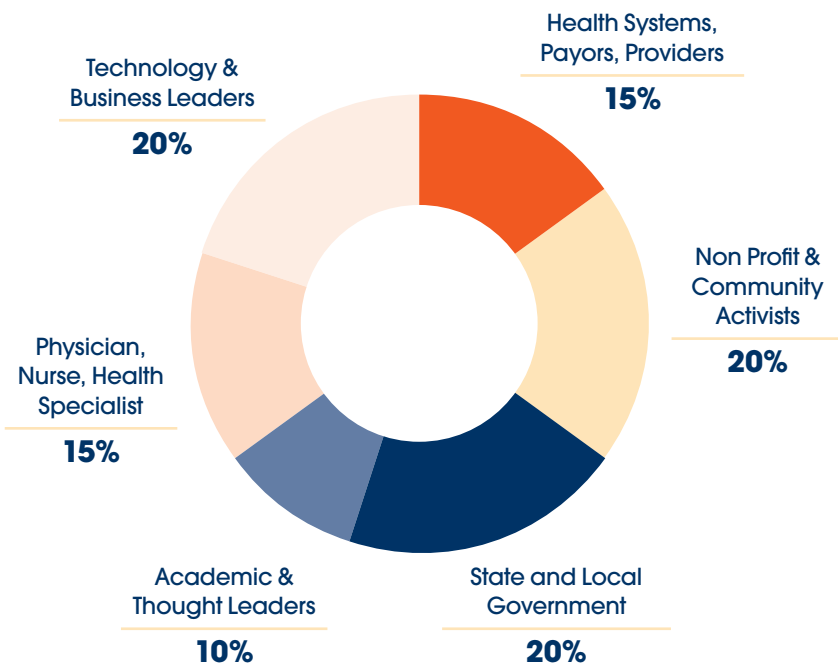


Summit Participants

Collaborate / Cooperate / Participate

Solving the health crisis in rural America will require collaboration from many including the physicians/nurses/ancillary health providers in the field, to policymakers and local authorities designing health/economic/environmental policy, business owners, developers, innovators, to rural residents who require immediate care/support, and beyond. The Summit’s invitation-only audience will reflect this range of key players in rural health.

Summit Supporters and Partners will have the chance to connect and form critical relationships with the wide range of leaders who are committed to transitioning from crisis to well-being.



Participant mix:

- Rural public leaders: federal, state and county health directors, elected officials, program directors
- University policy, research, and teaching faculty
- Faith and other non profits
- Community activists
- Business/union leaders
- Environmental/land use experts
- Health system, provider and payor leadership
- Technology and medicine innovators
- Physicians, nurses, homeopathic dietitians, health promotion specialists

“Just as there is no single answer to how we can improve conditions of life to in Rural America, there is no single actor, agency or entity that can do the job on its own”

— David Kennedy, PhD
Professor of History, Stanford University
Co-founding Director, The Bill Lane Center of the American West



Summit Format

Building on the Theme of *Transitioning from Crisis to Well-Being*, the program will focus on 4 main health action pillars:

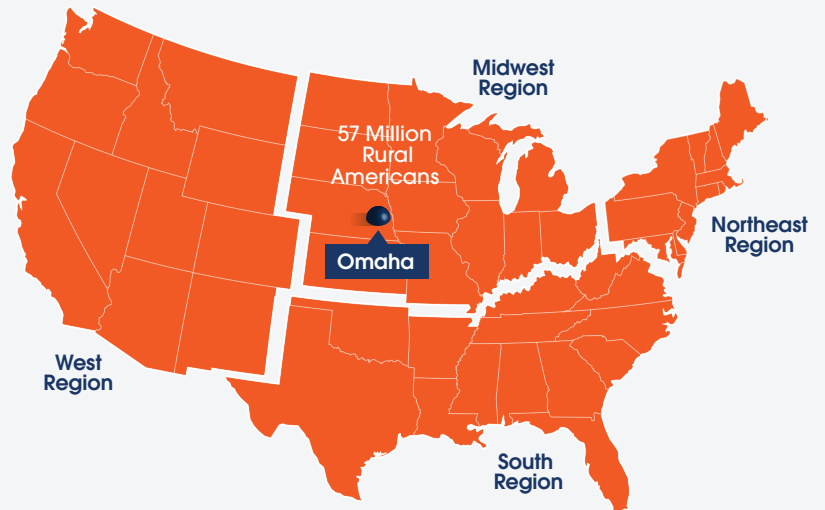
- Creating Healthier, More Equitable Communities
- Fostering Cross-Sector Collaboration
- Making Health a Shared Value
- Strengthening Integration of Health Services & Systems

Participant engagement and interactivity are hallmark traits of this Summit. The 2 day event is designed to foster a collaborative and critical problem-solving environment, focused dialogue and action. This will be accomplished by focusing on the following strategies:

- Strong, opening keynote speakers, moving presentations and impact case studies
- Inspiring hosted sessions with audience participation
- A few short talks or counterpoints
- Networking and relationship-building opportunities



Percent of Urban & Rural Populations (1990-2010)



	West Region		South Region		Midwest Region		Northeast Region	
	1990	2010	1990	2010	1990	2010	1990	2010
Urban	86%	→ 90%	69%	→ 76%	72%	→ 76%	79%	→ 85%
Rural	14%	→ 10%	31%	→ 24%	28%	→ 24%	21%	→ 15%



Supporter Opportunities

Why Support The Healthier Rural America Summit?

- Be part of this mission-critical Summit to address the health crisis in Rural America. Supporters will be an active participant in formulating the strategies and solutions for the future
- Visibly demonstrate your organization’s leadership position and commitment to shaping the future of Rural Health
- Educate this wide but influential group of participants about your solutions, programs and thought leadership
- Maximize the opportunity to grow your network to form the critical relationships and build the alliances that will be needed to affect change
- Hear, first hand, the needs and concerns of the community from across the spectrum of stakeholders

There are multiple opportunities for supporters to participate from high-impact brand building, to thought leadership and entertainment opportunities. The Summit features 4 levels of support that include the elements featured below but supporters may collaborate with the Summit to create a truly impactful and customized experience.

Levels	Founder (Platinum)	Pioneer (Gold)	Farmer (Silver)	Explorer (Bronze)
# of Supporters	4	6	8	12
Summit Passes	10	6	4	2
Speaking Roles	Yes	Yes	-	-
Brand Advertising	Inside Cover Front Page	Inside Full Page	½ Page	Logo Listed
Price	\$50,000	\$25,000	\$10,000	\$5,000

To participate in any of these opportunities or discuss other ideas, please contact via Phil Polakoff MD, at plp@sbcglobal.net or 510.508.9216, June Sargent, at june@ahealthierwe.org or 650.533.7966, Johnny Wang at johnny@ahealthierwe.org, 510.551.6900



Supporter Level Details

Founder / Platinum

- Special recognition during opening remarks on each day of the conference.
- Introduce and moderate a keynote conversation or panel discussion.
- Prominent in-venue company logo presence: projected on the main stage screen throughout the Summit, on all venue signage, on the conference meeting app
- 8 Full conference attendee passes with preferred seating for your staff or invited guests
- Prominent logo recognition in all external event marketing and promotions
- A Full Page Inside Cover or Back Cover advertisement in printed program or Resource Guide as well as logo and 100 word company description in the event guide
- Inclusion in a special press release for top level sponsors in association with HRAS .
- Access to full conference attendee list (post event)
- Company logo on event webpage with link to company website
- Two (2) passes to attend a VIP dinner on the opening night of the conference with a selected group of speakers and influencers

Pioneer / Gold

- Special recognition during opening remarks on each day of the conference.
- Participate as host or as a featured speaker in one of the scheduled Breakout Sessions including signage designating that sponsorship. OR Exclusive sponsorship of Networking Breaks or daily breakfast.
- 6 Full conference passes including preferred seating
- Prominent in-venue company logo presence: projected on the main stage screen throughout the Summit, on all venue signage, on the conference meeting app
- Including of company Logo in all external event advertising and promotions
- A Full Page advertisement in printed program with logo and 50 word company description
- Company logo on event webpage with link to company website
- One (1) pass to attend a VIP dinner on the opening night of the conference with a selected group of speakers and influencers.

Farmer / Silver

- Prominent in-venue company logo presence: projected on the main stage screen, on all venue signage, on the conference meeting app
- 4 Full conference passes including preferred seating
- Inclusion of company Logo in all external event advertising and promotions
- A half page advertisement in printed program with logo and 50 word company description
- Logo and company listing on the conference app.
- Company logo on event webpage with link to company website
- Ability to upgrade or bundle on of the additional sponsorship opportunities into the package as approved by conference management.

Explorer / Bronze

- Two (2) full conference passes and preferred seating.
- Prominent in-venue company logo presence on site, in printed materials and on the conference app.
- Name recognition in all external event advertising and promotions
- Company logo on event webpage with link to company website

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Additional Supporter Opportunities

There are many additional opportunities for supporters to build an impactful experience and get involved. Some of these items may be combined with the packages described above or collaborate with our team to craft a customized experience that allows you to fully achieve your goals.

Gala Evening Dinner Supporter

\$50,000

The gala reception and dinner event will be the *Healthier Rural America Summit's* signature event. It will be an engaging networking experience with a special short video presentation pertaining to *A Healthier Rural America*. The evening will also include a talk from a prominent speaker which will be announced soon. The Gala will be attended by all participants and offers the opportunity for supporters and partners to gain maximum impact and exposure. The evening will feature live entertainment and a full dinner. Your company's logo will be displayed on all material and signage associated with the Gala, on-site and in pre-event promotion as well as prominently featured on the *Healthier Rural America* website.

Pre-Summit VIP Dinner Supporter

\$25,000

The Pre-Summit VIP Dinner will be held in Omaha, Nebraska on the eve of the conference and will include a highly selected list of up to 50 attendees including speakers, special invited guests and selected sponsors. The dinner sponsorship allows sponsors to gain maximum impact and exposure as the dinner "host" among a highly select and high level group of participants in an intimate setting. The sponsorship includes your company's logo on all material and signage at the dinner, the chance to make opening remarks, identify selected guests to be invited and your company's name and logo will be featured in pre-dinner invitations and on the *Healthier Rural America Summit* website.

Summit 2020 Meeting App Supporter

\$10,000

The Summit Meeting App provides all meeting information, including agenda, speaker list, participant information, and access to the networking capabilities of the platform. Sponsorship of the Meeting App positions your company as committed to technology, innovation, and collaboration. As a Meeting App sponsor, your company's logo will appear on the Meeting App splash page, providing branding visibility when participants sign on to the App, as well as on-site signage recognizing your company as sponsoring the App.

Wireless Access Supporter

\$5,000

This sponsorship is responsible for providing wireless internet access throughout the conference center and hotel over the course of the 2 day Summit. This is especially designed to showcase tech/connected vendors. Your company's logo will be displayed onsite and on the meeting app, noting that your company is sponsoring the Internet access.

Gourmet Coffee Station Supporter

\$5,000

Everyone enjoys a freshly brewed cappuccino or espresso. Your sponsorship will provide a Gourmet Coffee station at each one of the breakfasts. Signage will note your company as the sponsor, your company's logo will be displayed on all material and signage associated with the prominently located station, as well as on the HRA Summit meeting app. 2 Available

Branded Charging Station Supporter

\$5,000

This sponsorship provides your company's branding exposure to all Summit participants on the very useful, lit charging station. Each station can charge any phone and comes with 5 USB charging cables, allowing 16 devices to be charged at once..

Wellness Supporter

\$5,000

Sponsor a morning yoga or stretching session. Your Wellness sponsorship demonstrates your company's commitment to health and wellness. Your company's logo will be on all signage and information related to the wellness sessions (registration information, meeting app information), as well as being thanked in the opening session.

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Founder/CEO, A Healthier WE

plp@sbcglobal.net

510.508.9216

June Sargent

Chief Impact Officer

june@healthierwe.org

650.533.7966

Johnny Wang

Director of Business Development

johnny@healthierwe.org

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