

**VNAA**

Alliance for  
**Home Health**  
Quality and Innovation

**2017**

**CORPORATE PARTNERSHIP  
OPPORTUNITIES**



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# PROGRAM OVERVIEW

Agency executives seek to identify solutions and partners to prepare and respond to regulations and policies affecting their business. They need to identify organizations that will assist and enable them to implement change in their own agencies. Solution Providers are Associate members of the Visiting Nurse Association of America (VNAA) and the Alliance for Home Health Quality and Innovation (The Alliance) which provide Affiliate members with services or products that relate to, support, or promote innovation and success in home healthcare and hospice.

The 2017 Corporate Partnership Program offers you the opportunity to engage with agencies as they navigate the quickly evolving health care system; the ability to demonstrate solutions for home health organizations seeking support in new care delivery and payment models; and access to the VNAA's and The Alliance's robust network of home-based care providers.

## PROGRAM BENEFITS

- **Generate new business.** Network with decision-makers through industry events and exhibition opportunities.
- **Increase brand visibility.** Get your brand in front of leaders in home-based care through advertisement opportunities via communication vehicles and educational events.
- **Differentiate yourself from competitors.** Take advantage of opportunities to get your products and services in front of members— not just at industry events, but throughout the year—with the robust Solution Provider packages jointly developed by VNAA and The Alliance.
- **Showcase your commitment to the industry.** Show your commitment to the future of home-based care and support providers by joining.

The Corporate Partnership Program offers different levels of engagement to fit your business priorities and goals. VNAA and The Alliance will work with you to customize a program that meets your needs.

Contact VNAA President and CEO Tracey Moorhead at [tmoorhead@vnaa.org](mailto:tmoorhead@vnaa.org) or Alliance Executive Director Teresa Lee at [tlee@ahhqi.org](mailto:tlee@ahhqi.org) for more information.

# VNAA MEMBERSHIP

Your choice to support the Visiting Nurse Associations of America (VNAA) shows our affiliate members—your customers—that your organization is committed to supporting their mission of providing high-quality, compassionate home-based care regardless of complexity of care or ability to pay.

## ASSOCIATE MEMBERSHIP CRITERIA

In order to qualify for VNAA Associate Membership, organizations must provide a service or product that directly relates to, supports, or promotes innovation and success in home healthcare and hospice.

View a list of our current Associate Members at <http://www.vnaa.org/corporate-partners>.

## ASSOCIATE MEMBERSHIP BENEFITS

- opportunity to connect with VNAA Board of Directors at the annual Corporate Advisory Forum
- registration for VNAA conferences and events at member rate
- subscription to VNAA e-newsletters and policy alerts
- annual list of VNAA Affiliate members
- company logo on Corporate Partners web page
- preferred opportunity to submit educational content for consideration at meetings/webinars
- member rate on listing in VNAA Buyer's Guide
- member rate on select Solution Provider opportunities for VNAA meetings, events, and educational programming



## ABOUT VNAA

The Visiting Nurse Associations of America leads efforts to transform and innovate home-based care in value-based care delivery and payment models. VNAA directly supports home-based care providers through unparalleled peer-to-peer networking, innovative operational and program development support, organizational strategic planning resources, clinical education and training, and identification of leading vendors, products and services. VNAA members and staff actively advance the value proposition for home-based care through consensus-based advocacy, education, research and communications efforts.

## VNAA'S VISION

Transforming home-based care for providers and populations in the community.

## VNAA'S MISSION

VNAA advances quality, value and innovation in home-based care.

# ALLIANCE MEMBERSHIP

## ABOUT THE ALLIANCE

The Alliance for Home Health Quality and Innovation is a nonprofit, national consortium of home health care providers and organizations. The Alliance invests in research and education about home health care and its ability to deliver quality, cost-effective, patient-centered care across the care continuum. The Alliance is committed to conducting and sponsoring research and initiatives that demonstrate and enhance the value proposition that home health care has to offer patients and the entire U.S. health care system.

## THE ALLIANCE'S VISION

Promoting healthy patients and communities through home health care research, education, quality and innovation.

## THE ALLIANCE'S MISSION

To lead and support research and education on the value home health care can offer to patients and the evolving U.S. health care system.

Your choice to support the Alliance for Home Health Quality and Innovation (the Alliance) shows our sponsoring and general members—your customers—that your organization is committed to supporting their mission of providing high-quality, innovative home health care.

## ASSOCIATE MEMBERSHIP BENEFITS

- opportunity to connect with Alliance Board of Directors at a new annual Alliance Corporate Partner meeting\*
- membership in one of the Alliance's working groups (Quality & Innovation or Strategic Communications), which hold monthly calls and at least one in-person meeting per year\*
- access to the Members Only portion of the Alliance's website
- participation in Alliance members-only meetings, webinars, and receptions
- company logo under Associate Member on Alliance's web page, which will link to your company's website
- preferred opportunity to submit educational content for consideration at meetings/webinars
- guest blog post opportunities
- co-host opportunity for Alliance's #HomeHealthChat on Twitter
- member rate on select Solution Provider opportunities for VNAA/Alliance meetings, events, and educational programming

\* applies to Platinum and Gold sponsors only



# CHOOSE YOUR PACKAGE: PLATINUM

The 2017 Corporate Partnership Program offers a unique opportunity to choose from a wide variety of Solution Provider opportunities to build a package that is custom-tailored to position your organization as a valued partner in mission-driven home-based care.

## PLATINUM (\$40,000)

Your platinum-level Solution Provider includes the following benefits:

### MEMBERSHIP AND EXECUTIVE LEADERSHIP ACCESS

VNAA Associate Membership Benefits  
Alliance Associate Membership Benefits  
including:

Two private, one-on-one, in-person collaborative exchanges with VNAA CEO and President Tracey Moorhead  
Two private, one-on-one, in-person collaborative exchanges with Alliance Executive Director Teresa Lee

+

#### 2017 NATIONAL LEADERSHIP CONFERENCE

10' x 10' booth in prime location  
Mobile app sponsorship & Full-page ad program  
Tote bag inserts  
Center bingo square for Exhibitor Bingo\*  
Company logo/link on Conference web page  
Post-conference list of attendees

#### 2017 PUBLIC POLICY LEADERSHIP CONFERENCE

Tabletop exhibit  
Breakfast Table Talk opportunity  
Full-page ad in program  
Company logo/link on Conference web page

#### 2017 FINANCIAL LEADERSHIP FORUM

Tabletop exhibit  
Breakfast Table Talk opportunity  
Full-page ad in program  
Company logo/link on Forum web page

#### HIGHLIGHTING YOUR BRAND

Sponsorship of two VNAA education modules  
Featured company listing in VNAA Buyer's Guide  
Sponsorship of four (4) issues of member newsletter  
Sponsorship of educational webinar  
Dedicated message about company's products and services to members

+

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

Logo in 2017 Leadership Conference, 2017 Public Policy Leadership Conference, and 2017 Financial Leadership Forum program and on signage as Platinum Solution Provider

Sponsorship of choice of one (1) refreshment opportunity at one (1) event:\*

- Breakfast
- Coffee Break
- 2017 Leadership Conference
- 2017 Public Policy Leadership Conference
- 2017 Financial Leadership Forum

Sponsorship of choice of one (1) item for one (1) event:\*

- Lanyards
- Pens
- Notepads
- 2017 Leadership Conference
- 2017 Public Policy Leadership Conference
- 2017 Financial Leadership Forum

All partnership packages subject to change.

For complete descriptions of VNAA and Alliance Membership Benefits see pages 4 and 5.

\* Item/event selection available on a first-come, first-served basis.

# CHOOSE YOUR PACKAGE: GOLD

## GOLD (\$25,000)

Your gold-level Solution Provider package includes the following benefits:

### *MEMBERSHIP AND EXECUTIVE LEADERSHIP ACCESS*

VNAA Associate Membership Benefits

Alliance Associate Membership Benefits

including:

One private, one-on-one, in-person collaborative exchanges with VNAA CEO and President Tracey Moorhead

One private, one-on-one, in-person collaborative exchanges with Alliance Executive Director Teresa Lee

+

#### *2017 NATIONAL LEADERSHIP CONFERENCE*

10' x 10' booth in prime location

Full-page ad program

Tote bag inserts

Bingo square for Exhibitor Bingo

Post-conference list of attendees

#### *2017 PUBLIC POLICY LEADERSHIP CONFERENCE*

Tabletop exhibit

Breakfast Table Talk opportunity

#### *2017 FINANCIAL LEADERSHIP FORUM*

Tabletop exhibit

Breakfast Table Talk opportunity

#### *HIGHLIGHTING YOUR BRAND*

Sponsorship of one VNAA education modules

Featured company listing in VNAA Buyer's Guide

Sponsorship of two (2) issues of member newsletter

+

### *ADDITIONAL SPONSORSHIP OPPORTUNITIES*

Logo in 2017 Leadership Conference, 2017 Public Policy Leadership Conference, and 2017 Financial Leadership Forum program and on signage as Gold Solution Provider

Sponsorship of choice of one (1) item for one (1) event:\*

- Lanyards
- Pens
- Notepads
- 2017 Leadership Conference
- 2017 Public Policy Leadership Conference
- 2017 Financial Leadership Forum

All partnership packages subject to change.

For complete descriptions of VNAA and Alliance Membership Benefits see pages 4 and 5.

\* Item/event selection available on a first-come, first-served basis.

# CHOOSE YOUR PACKAGE: SILVER OR BRONZE

## SILVER (\$15,000)

Your silver-level Solution Provider package includes the following benefits:

### *MEMBERSHIP AND EXECUTIVE LEADERSHIP ACCESS*

VNAA Associate Membership Benefits

Alliance Associate Membership Benefits

+

### *2017 NATIONAL LEADERSHIP CONFERENCE*

10' x 10' booth

Half-page ad in program

Bingo square for Exhibitor Bingo

Logo in program and on signage as Silver Solution Provider

Post-conference list of attendees

+

### *HIGHLIGHTING YOUR BRAND*

Tabletop exhibit at the 2017 Public Policy Leadership Conference or 2017 Financial Leadership Forum

Breakfast Table Talk opportunity at 2017 Public Policy Leadership Conference or 2017 Financial Leadership Forum

Company listing in VNAA Buyer's Guide

Sponsorship of one (1) issue of member newsletter

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## BRONZE (\$10,000)

Your bronze-level Solution Provider package includes the following benefits:

### *MEMBERSHIP AND EXECUTIVE LEADERSHIP ACCESS*

VNAA Associate Membership Benefits

Alliance Associate Membership Benefits

+

### *2017 NATIONAL LEADERSHIP CONFERENCE*

10' x 10' booth

Post-conference list of attendees

+

### *HIGHLIGHTING YOUR BRAND*

Company listing in VNAA Buyer's Guide

All partnership packages subject to change.

For complete descriptions of VNAA and Alliance Membership Benefits see pages 4 and 5.



# ADDITIONAL OPPORTUNITIES

To complement the robust corporate Solution Provider packages outlined on the previous pages, please consider these additional opportunities to put your company's products and services before our home-based care leaders.

*Please note:* These exclusive opportunities are available to Solution Providers according to membership level.

## 2017 NATIONAL LEADERSHIP CONFERENCE

The 2017 Leadership Conference will bring together providers of home-based services from across the country for a three-day event, focusing on the financial, political and quality landscape. These leaders are looking to corporate partners to showcase innovative solutions to help them position their business for success.

### **EDUCATION**

Platinum and Gold Solution Providers  
Educational Track Sponsorship | \$10,000

All Solution Provider Levels  
Keynote Session | \$10,000  
National Awards Ceremony | \$5,000

### **REFRESHMENTS**

Platinum and Gold Solution Providers  
Cocktail Reception | \$7,500

All Solution Provider Levels  
Breakfast | \$5,000  
Exhibit Hall Lunch | \$7,500  
Coffee Station | \$5,000

### **TECHNOLOGY**

Platinum, Gold and Silver Solution Providers  
Wifi | \$10,000  
Mobile App | \$5,000

### **BRANDING**

Platinum and Gold Solution Providers  
Registration Giveaway | \$3,000  
Lanyards | \$3,000

All Solution Provider Levels  
Event Tote Bags | \$4,000  
Tote Bag Insert | \$2,000  
Window Clings | \$4,000  
Hotel Keycard | \$4,000  
Room Drop | \$5,000

### **ADVERTISING**

Platinum, Gold and Silver Solution Providers  
Full-Page Ad in Program | \$3,000

All Solution Provider Levels  
Half-Page Ad in Program | \$2,000

# ADDITIONAL OPPORTUNITIES

To complement the robust corporate Solution Provider packages outlined on the previous pages, please consider these additional opportunities to put your company's products and services before our home-based care leaders.

*Please note:* These exclusive opportunities are available to Solution Providers according to membership level.

## 2017 PUBLIC POLICY LEADERSHIP CONFERENCE

The Public Policy Leadership Conference convenes agency executives, policymakers and thought leaders for dynamic discussions on policy issues impacting home-based care. Attendees gain an insider's perspective on current and future legislative and regulatory initiatives that will affect the bottom line.

The 2017 Public Policy Leadership Conference offers many options to highlight your company and your resources and to drive new client recruitment.

### **EDUCATION**

#### All Solution Provider Levels

Keynote Session | \$7,500  
Congressional Awards Ceremony | \$5,000

### **REFRESHMENTS**

#### Platinum and Gold Solution Providers

Cocktail Reception | \$7,500

#### All Solution Provider Levels

Breakfast | \$3,000  
Luncheon | \$5,000  
Coffee Station | \$4,000

### **TECHNOLOGY**

#### Platinum, Gold and Silver

#### Solution Providers

Wifi | \$7,500  
Mobile App | \$5,000

### **BRANDING**

#### Platinum and Gold Solution Providers

Registration Giveaway | \$3,000  
Lanyards | \$3,000

#### All Solution Provider Levels

Event Tote Bags | \$4,000  
Tote Bag Insert | \$2,000  
Hotel Keycard | \$4,000  
Room Drop | \$5,000

### **ADVERTISING**

#### Platinum, Gold and Silver

#### Solution Providers

Full-Page Ad in Program | \$3,000

#### All Solution Provider Levels

Half-Page Ad in Program | \$2,000

# ADDITIONAL OPPORTUNITIES

To complement the robust corporate Solution Provider packages outlined on the previous pages, please consider these additional opportunities to put your company's products and services before our home-based care leaders.

*Please note:* These exclusive opportunities are available to Solution Providers according to membership level.

## 2017 FINANCIAL LEADERSHIP FORUM

The Financial Leadership Forum will highlight proven solutions from leading industry partners and strategies to help agencies navigate the changing health care economy. The Forum offers many options to highlight your company and your resources and to drive new client recruitment.

### EDUCATION

#### All Solution Provider Levels

Keynote Session | \$7,500

### REFRESHMENTS

#### All Solution Provider Levels

Breakfast | \$3,000

Luncheon | \$5,000

Coffee Station | \$4,000

### TECHNOLOGY

#### Platinum, Gold and Silver Solution Providers

Wifi | \$7,500

Mobile App | \$5,000

### BRANDING

#### Platinum and Gold Solution Providers

Registration Giveaway | \$3,000

Lanyards | \$3,000

#### All Solution Provider Levels

Event Tote Bags | \$4,000

Tote Bag Insert | \$2,000

Hotel Keycard | \$4,000

Room Drop | \$5,000

### ADVERTISING

#### Platinum, Gold and Silver Solution Providers

Full-Page Ad in Program | \$3,000

#### All Solution Provider Levels

Half-Page Ad in Program | \$2,000

# ADDITIONAL VNAA OPPORTUNITIES

To complement the robust corporate Solution Provider packages outlined on the previous pages, please consider these additional opportunities to put your company's products and services before our home-based care leaders.

*Please note:* These exclusive opportunities are available to Solution Providers according to membership level.

## HEALTHCARE TRANSFORMATION E-TOOLKIT

The health care system is reorienting towards value. In order to succeed, home-based care providers must learn new ways of doing business and caring for patients. To support our members in this new value-based environment, VNAA is developing the Healthcare Transformation e-Toolkit.

The e-Toolkit will help members learn about and prepare for participation in new care delivery and payment models, such as Accountable Care Organizations (ACOs), Home Health Compare Star Ratings, and the Home Health Value-Based Purchasing demonstration program. The e-Toolkit will be available to members as an included benefit. Non-members may purchase access to the website.

## OPPORTUNITIES FOR COLLABORATION:

Home health and hospice agencies rely on VNAA and our corporate partners for trusted advice, information and technical assistance. VNAA seeks to leverage the best of our collective expertise to support members in their transformation efforts. This presents an opportunity to reach senior-level leadership of home health, hospice and palliative care organizations with information critical to business success.

### **E-TOOLKIT WEBSITE | \$10,000**

*(Available to Platinum and Gold Solution Providers Only)*

The leading Solution Provider will have co-branding over the entire e-Toolkit. These funds will go towards development of a user-friendly web tool to collect and organize content.

### **CARE DELIVERY INNOVATIONS & CASE STUDIES | \$5,000**

*(Available to Platinum, Gold and Silver Solution Providers Only)*

This section will profile new ways of delivering services that has improved quality, resulted in better health outcomes or improved the efficiency of care delivery. This includes a broad range of case studies that highlight new models of care, including innovative uses of technology, and provide information on how other agencies can replicate these models for results. VNAA will provide a standard template for Solution Providers to use with options for customization.

### **RISK ASSESSMENTS & MANAGEMENT STRATEGIES | \$2,500**

*(Available to All Solution Provider Levels)*

Healthcare providers face several types of risk in a value-based environment, including operational risk, market risk, and, increasingly, insurance risk. This section will help home-based care providers understand the different types of risk and what tools and strategies they can use to best manage that risk.

# ADDITIONAL VNAA OPPORTUNITIES

To complement the robust corporate Solution Provider packages outlined on the previous pages, please consider these additional opportunities to put your company's products and services before our home-based care leaders.

*Please note:* These exclusive opportunities are available to VNAA Solution Providers according to membership level.

## BEST PRACTICE WHITE PAPER AND ISSUE BRIEFS

Best Practice White Papers and Issue Briefs present an opportunity to reach senior-level leadership of home health, hospice and palliative care organizations with information critical to business success. Through development, launch and promotion of the white papers and issue briefs, sponsors will increase brand awareness and demonstrate alignment of their products with best practices.

These sponsored white papers and issue briefs will address high-priority key clinical and operational issues impacting home health, hospice and palliative care programs. Topics will be jointly developed by the sponsor, VNAA and the Alliance and may include a range of issues such as:

- Information and data management
- Clinical quality improvement (condition specific: diabetes, COPD, CHF, arthritis)
- Quality improvement strategies
- Medication adherence

## OPPORTUNITIES FOR COLLABORATION:

Each white paper and issue brief will include an overview of the issue, opportunities and challenges for home health, hospice or palliative care, evidence review, and best practices. VNAA will identify a small working group of industry leaders to contribute to each white paper or issue brief and endorse the final product. Where possible, the white paper or issue brief will include a brief case study to illustrate the best practices.

### **BEST PRACTICE WHITE PAPERS | \$7,500**

*(Available to Platinum and Gold Solution Providers Only)*

### **BEST PRACTICE ISSUE BRIEFS | \$2,500**

*(Available to Platinum, Gold and Silver Solution Providers Only)*

# 2017 CORPORATE PARTNERSHIP OPPORTUNITIES

<b>MEMBERSHIP AND EXECUTIVE LEADERSHIP ACCESS</b>	<b>PLATINUM</b> \$40,000	<b>GOLD</b> \$25,000	<b>SILVER</b> \$15,000	<b>BRONZE</b> \$10,000
VNAA Associate Membership Benefits	X	X	X	X
Alliance Associate Membership Benefits	X	X	X	X
Private, one-on-one, in-person collaborative exchanges with VNAA CEO and President Tracey Moorhead	2	1		
Private, one-on-one, in-person collaborative exchanges with Alliance Executive Director Teresa Lee	2	1		
Alliance Corporate Partner Meeting	1	1		

## 2017 NATIONAL LEADERSHIP CONFERENCE

10' x 10' booth	Prime	Prime	X	X
Mobile app sponsorship	X			
Ad in program	Full page	Full page	Half page	
Tote bag inserts	X	X		
Bingo square for Exhibitor Bingo	Center	X	X	
Company logo/link on web page	X			
Post-conference list of attendees	X	X	X	X

## 2017 PUBLIC POLICY LEADERSHIP CONFERENCE

Tabletop exhibit	X	X	Option*	
Breakfast Table Talk opportunity	X	X	Option*	
Full-page ad in program	X			
Company logo/link on web page	X			

## 2017 FINANCIAL LEADERSHIP FORUM

Tabletop exhibit	X	X	Option*	
Breakfast Table Talk opportunity	X	X	Option*	
Full-page ad in program	X			
Company logo/link on web page	X			

## HIGHLIGHTING YOUR BRAND

Company logo in all event programs & on all event signage	X	X	NLC only	
Refreshment Sponsorship at one event of your choice	X			
Promotional Item Sponsorship at one event of your choice	X	X		
Sponsorship of VNAA education module	2	1		
Sponsorship of member newsletter	4 issues	2 issues	1 issue	
Sponsorship of educational webinar	X			
Dedicated messages about company's products and services to members	X			
Company listing in VNAA's Buyer's Guide	Featured	Featured	X	X

\* Silver-level Solution Providers can select one (1) Tabletop exhibit for the Public Policy Leadership Conference or the Financial Leadership Forum, and one (1) Breakfast Table Talk opportunity for the Public Policy Leadership Conference or the Financial Leadership Forum

The Corporate Partnership Program offers different levels of engagement to fit your business priorities and goals. To customize a program that meets your needs and secures your opportunity to engage and connect with today's hospice and home-based care leaders, contact:

VNAA President and CEO Tracey Moorhead at [tmoorhead@vnaa.org](mailto:tmoorhead@vnaa.org)  
or  
Alliance Executive Director Teresa Lee at [tlee@ahhq.org](mailto:tlee@ahhq.org) for more information.

**Please note:**  
2017 Corporate Partnerships with VNAA and the Alliance require a signed contract prior to event participation and receipt of member benefits.