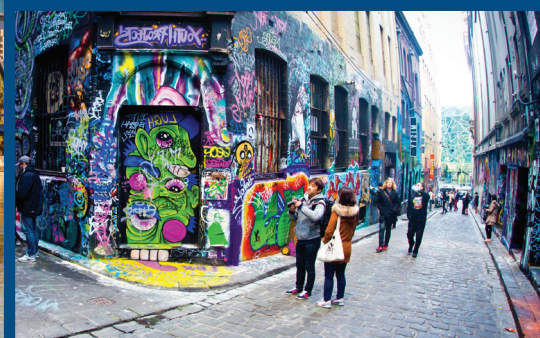




2ND AUSTRALASIAN DIAGNOSTIC ERROR IN MEDICINE CONFERENCE

Communicating for safer diagnosis

28-30 APRIL 2019
GRAND HYATT, MELBOURNE



SOCIETY to
IMPROVE
DIAGNOSIS in
MEDICINE

SUPPORTER OPPORTUNITY

ASHM Conference & Events Division

Locked Mail Bag 5057, Darlinghurst, NSW 1300

Ph: +61 2 8204 0770 Email: Samantha.williamson@ashm.org.au

MEETING OVERVIEW

The Society to Improve Diagnosis in Medicine holds meetings in diagnostic error in the United States. Due to their importance and the increased global interest in diagnostic error the decision was made to hold the meeting internationally. Most recently it was held in the Netherlands (June 2016), Australia (May 2017), Switzerland (August 2018) and is now due to the success of the 1st Australasian Diagnostic Error in Medicine Conference is being held once more in Melbourne, Australia in 2019 with a committee of passionate experts.

Diagnosis involves the exchange of information aimed at understanding a patient's health problem. Accurate diagnosis relies on clear communication between diagnostic teams including clinicians, laboratory and medical imaging staff, and patients and their families. Health information technology can provide tools to support the diagnostic process. Obstacles can break down the flow of information in health care and contribute to diagnostic error.

This exciting interdisciplinary conference brings together national and international delegates, patient advocates and experts from a range of domains including medicine, health services, law, linguistics, psychology, pathology, and radiology. Together we will explore problems and solutions to diagnostic error in medicine, and break new ground towards Communicating for safer diagnosis.

At the forefront of improving diagnosis in medicine, the conference will feature practice innovations, advances in education and latest research in the field of diagnostic quality and safety. The conference will focus on the theme *Communicating for Safer Diagnosis*.



AT THE INAUGURAL 2017 CONFERENCE DELEGATES WERE ASKED TO WRITE DOWN ONE IDEA THAT WILL CHANGE THEIR PRACTICE TO IMPROVE QUALITY AND SAFETY OF DIAGNOSIS IN THEIR WORKPLACE:

"The importance of illness scripts – students and trainees need to see more cases. I will facilitate this"

"Ask the question – Do we think we have the correct diagnosis? Are there others we should consider? As every clinical handover"

"Have patients/consumers on all aspects of organisation governance (as per standard 2 of Nat S.Q Australia Health Service Standards)"

"More teamwork in terms of Diagnosis thinking"

"Patient partnership – intensify in all my work and organisations"

"Recognise and teach other nurses of their actual and potential roles in improving diagnosis"



PREVIOUS CONFERENCES AT A GLANCE

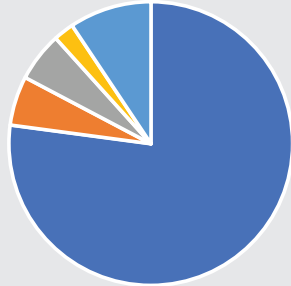
2017 (INAUGURAL)

2.5 days

20 sessions

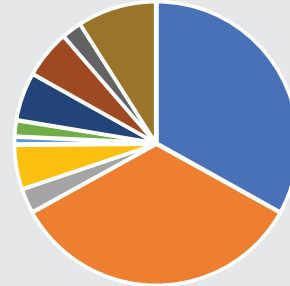
44 submitted abstracts

2017 ATTENDEES BY COUNTRY



Australia	77%
USA	5.6%
Japan	5.6%
Singapore	2.3%
New Zealand	9.5%

2017 ATTENDEES BY STATE



NSW	33%
VIC	33.5%
SA	2.8%
QLD	5.1%
TAS/NT/ACT	0.9%
WA	1.9%
USA	5.6%
Japan	5.6%
Singapore	2.3%
New Zealand	9.5%

91% of delegates who completed the survey said the 2017 theme 'Towards a Safer Diagnosis – A Team Effort' made them rethink the roles within their department/workplace

100% of delegates who completed the survey said they would apply lessons learnt from the conference into practice.



HOW DELEGATES PLAN TO APPLY LESSONS LEARNT:

"Better feedback, no blame and shame more let's talk about how we could have done this better"

"I teach about cognitive biases and diagnostic error, and I learned a lot in the conference that will help in my teaching."

"Multiples lessons learned such as Diagnostic pause; Is there anything I have missed; How to teach Clinical Reasoning sessions excellent resources for teaching Registrars and students."

"I will reflect on the concept of a diagnostic time out, and use the fishpond diagram, and work out how to effectively incorporate these into my personal practice and teaching."



GENERAL OVERVIEW

THE CONFERENCE: 2nd Australasian Diagnostic Error in Medicine Conference 2019

DATES: Sunday 28 April – Tuesday 30 April 2019
(Note: Pre-conference workshops are taking place on Sunday 28 April)

LOCATION: Melbourne, Australia

VENUE: Grand Hyatt, Melbourne

EXPECTED DELEGATES: 250 – 300 delegates

WEBSITE: www.improvediagnosis.org/page/ausdem2019

INTERNATIONAL KEYNOTE SPEAKERS

Lisa Sanders, Associate Professor, Yale School of Medicine, Contributing Writer, New York Times Magazine,

Gordy Schiff, Associate Director, Brigham and Women's Center for Patient Safety Research and Practice, Associate Professor of Medicine, Harvard Medical School

David Newman-Toker, Professor of Neurology, Ophthalmology, & Otolaryngology, Director, Division of Neuro-Visual & Vestibular Disorders, Director, Armstrong Institute Center for Diagnostic Excellence, Johns Hopkins Hospital;

COMMITTEE MEMBERS

Carmel Crock, (Convenor), Director, Emergency Department, The Royal Victorian Eye and Ear Hospital

Tracy Clarke, Deputy Director Governance and Assurance, Clinical Excellence Commission

Mary Dahm, Research Fellow, Australian Institute of Health Innovation, Macquarie University.

Julia Harrison, Emergency Physician, Senior Lecturer, Monash University

Jill Klein, Melbourne Business School, Professorial Fellow, Melbourne Medical School

Art Nahill, MD, FRACP, Consultant, Auckland City Hospital, Clinical Educator, Faculty of Medical and Health Sciences, Auckland University

Nicolas Szecket, General Internal Medicine, Auckland Hospital, IMreasoning Podcast, Auckland, New Zealand,

Amanda Walker, Senior Clinical Advisor, Australian Commission on Safety and Quality in Healthcare

Maureen Williams, Patient Advocate – 40 years experience, Australian College for Emergency Medicine, Behaviourworks - Monash University, Westmead Hospital

Roger Wilson, Chief Pathologist | Executive Director Clinical Governance and Quality, NSW Health Pathology

BOOKING CONTACT

Samantha Williamson, Project Officer, P: +61 2 8204 0778, E: Samantha.williamson@ashm.org.au

BENEFITS OF SUPPORT

AN OPPORTUNITY FOR YOU TO:



Access and Engage with attendees from different medical specialties both face-to-face and over a ten-month period.



Create Awareness and Understanding for your brand and organisation with an opportunity to showcase your latest product developments and updates in new technologies that differentiate you from your competitors.



Build and Improve Relationships with current and potential clients and continue to build your reputation as a leader in the field.



Enhance Your Credibility and Corporate Social Responsibility by contributing directly to education for healthcare professionals within the sector.

The following prospectus will demonstrate how to make your organisation top of mind with Australasian healthcare professionals. We advise you to secure your participation early in order to gain longer-term exposure.

98% of attendees would recommend their colleagues to attend this conference.

SPONSORSHIP PACKAGES

GOLD SUPPORTER (2 AVAILABLE)

A\$26,400 INCL. GST

INCLUSIONS

- ▶ Complimentary registration for 3 x company representatives
- ▶ One table top display in the catering area
- ▶ Your company logo and short company profile printed in the conference handbook (150 words)
- ▶ One double page advertisement placed in the conference handbook (placed within the handbook at the discretion of the conference organiser)
- ▶ Your company logo on the registration flyer sent to all invitees
- ▶ Your company logo displayed on screen during the conference
- ▶ Your company logo (with hyperlink to your company website) included on the conference website
- ▶ Verbal acknowledgement at the conference of your support
- ▶ Sponsor highlight in the conference e-newsletter which is distributed to a full contact list of your target audience

SILVER SUPPORTER (3 AVAILABLE)

A\$12,100 INCL. GST

INCLUSIONS

- ▶ Complimentary registration for 1 x company representative
- ▶ Your company logo and short company profile printed in the conference handbook (150 words)
- ▶ One single page advertisement placed in the conference handbook
- ▶ Your company logo displayed on screen during the conference
- ▶ Your company logo (with hyperlink to your company website) included on the conference website
- ▶ Verbal acknowledgement at the conference of your support

**Be part of the Exhibition by including a table top for a discounted price \$1,100 incl. GST Discounted rates applicable for Silver Sponsors only Discounted rates applicable for Silver Sponsors only.*

EDUCATIONAL SUPPORT

KEYNOTE SPEAKER SUPPORT

A\$7,700 INCL. GST

FUNDS GO TOWARDS

- ▶ Speaker's return international flights
- ▶ 4 nights' accommodation (duration of the conference)
- ▶ Conference ground transfers

BENEFITS

- ▶ Access to keynote speaker to do a satellite presentation for organisation post conference.
- ▶ Organisation to be seen as a supporter of the conference. Logo included on conference website and in the delegate handbook.

ORGANISATION AGREES TO:

- ▶ To co-brand the satellite event with the conference branding
- ▶ The presentation to be a different focus to the conference plenary presentation
- ▶ To pay and organise all applicable local costs for satellite event, including additional accommodation and/or domestic flights required for speaker to attend satellite, if applicable
- ▶ The speaker has first right of refusal on proposed satellite event
- ▶ To make a contribution of \$7,700 to the international travel costs
- ▶ Organisation to assist with promoting AusDEM 2019 to database and networks

INTERNET HUB & WIFI SUPPORTER (1 AVAILABLE)

A\$7,700 INCL. GST

Increase your interaction time with delegates as they visit your stand for the only free universal access to internet and printing facilities. This area will be available for the educational benefit of delegates for them to print attendance certificates, search the conference website and view work emails.

BENEFITS

- ▶ Complimentary registration for 1 x representative
- ▶ Space in exhibition hall including 3 computers or iPads or a combination of the two and a printer
- ▶ Company logo on screen saver on computers in Internet Hub area
- ▶ Company logo on signage promoting WiFi access
- ▶ Website link from computers in Internet Hub area to your company website
- ▶ Banner in internet hub area (sponsor to provide)
- ▶ Acknowledgement in the general information section of the Conference Handbook including company logo and where the Internet Hub area is mentioned

SCHOLARSHIP SUPPORTER

A\$6,600 INCL. GST

The Conference Scholarship Program assists individuals to attend the Conference. Scholarships will be granted to individuals facing financial hardship. The assessment and eligibility criteria are available on request from the Conference Secretariat and will be available on the Conference website.

- ▶ Acknowledgement of support when advertising scholarships
- ▶ Acknowledgement of support in the conference handbook
- ▶ Acknowledgement of support on the conference website on the scholarship page
- ▶ Acknowledgement of support in the notification email sent to delegates

Note: Support is via an unconditional grant. The supporter has no control over content, tone, emphasis, allocation of funds or selection of recipients.

ON BOOTH DELEGATE AND KEYNOTE SPEAKER ACCESS

A\$4,500 INCL. GST

Opportunity to hold a 30 minute delegate meet and greet with a keynote speaker on your table top during one lunch break. The following services will be provided with this educational opportunity:

- ▶ Promotion of event in 1 x e-newsletter
- ▶ Listing in program of event on your stand

Note: Sponsor must purchase table top to access this benefit. Based on the acceptance by speaker to participate on booth.

POSTER VIEWING SESSION AND PRIZE SPONSOR

A\$6,600 INCL. GST

As the Poster Viewing Session and Prize Sponsor of this Conference, your company will receive considerable exposure and recognition through the following entitlements:

- ▶ Company name recognised as sponsor of the poster viewing session taking place on Monday 29 April 2019
- ▶ Exposure and acknowledgement as the Poster Session and Prize Sponsor with your Company logo in the Conference Handbook
- ▶ Opportunity to display your Company banners (2 maximum) in the Poster display area for the duration of the conference (Sponsor to provide)
- ▶ Opportunity to include your Company logo on the PowerPoint slide during the poster prize announcement
- ▶ Verbal recognition as the poster session and prize sponsor at the commencement of the poster viewing session
- ▶ Company logo included on the poster presentations page of the conference website with hyperlink to your company website
- ▶ Inclusion of Company logo on the Poster Prize Certificates, including Runner Up and Honourable Mention Certificates
- ▶ Table top display in poster area

SPEAKER PREPARATION ROOM SUPPORTER

A\$5,500 INCL. GST

By supporting this educational opportunity, you will be provided with the following benefits:

- ▶ Acknowledgement on signage inside the speaker's prep room
- ▶ Acknowledgement as a conference supporter on the conference website
- ▶ Acknowledgement as a conference supporter in the conference handbook where the speaker's prep room is mentioned.

SUPPORTER PACKAGES

ADVERTISEMENT IN CONFERENCE HANDBOOK

A\$2,200 INCL. GST

Distributed to all delegates, the Conference Handbook is a valuable resource for the delegates to use during the conference. The delegate will constantly refer to the Conference Handbook for general information and program information. The advertisement will appear in colour and will be placed within the Handbook at the discretion of the Conference Organiser.

CHARGING STATION

A\$2,200 INCL. GST

Phone and tablet charging station placed in a dedicated high traffic area at the conference venue.

- ▶ Acknowledgement as sponsor on station signage

PROMOTIONAL TABLE ITEM

A\$2,200 INCL. GST

A table will be placed in a prominent position within the conference venue for the display of promotional items. The table will be restocked with these items as necessary by conference staff.

EXHIBITION PACKAGES

TABLE TOP DISPLAY

A\$2,500 INCL. GST

INCLUSIONS

- ▶ Complimentary registration for 1 x company representative
- ▶ Your company logo included in the conference handbook
- ▶ One table top display in the catering area which includes:
 - ▷ trestle table
 - ▷ 2 x chairs
 - ▷ horizontal poster board
 - ▷ Pop up brochure rack

To book space, please complete the Sponsorship/Exhibitor application form by November 2018. Space allocation will occur shortly after this date. Sponsors, particularly the Gold Sponsors, will have first option. Following this, the space allocations will be based on the order in which bookings are received. Payment must be received prior to space allocation.

TERMS & CONDITIONS

In order to confirm your participation, we will require the Supporter/Exhibitor Application Form and full payment. The support cannot be confirmed, and therefore no benefits will be given, until full payment is received. Payment must be received 14 days from the issue of invoice. If the full payment is not received the conference organiser has the right to review the commitment and withdraw the application form.

TERMS OF PARTICIPATION INCLUDE:

- The payment is offered as an unconditional grant. The supporter has no control over content, tone or emphasis of the conference, allocation of funds or selection of recipients
- There will be no opportunity for the company to control the curriculum of educational initiatives of the conference program
- The company will have access to use the conference logo for promotional purposes only
- The conference and collaborators do not endorse or promote any health-care related products
- Companies cannot claim any relationship, endorsement or support from the conference or collaborators
- All attending delegates from the sponsoring organisation are to be registered by 3 March 2019
- If payment is not made prior to the conference dates, an additional 20% surcharge will be added to the overall sponsorship total.
- A full sponsorship contract will be sent to sponsors separately with your invoice.
- Exhibition participation Terms and Conditions will be sent to exhibitors separately with your invoice.
- All logistical requirements are to be made through ASHM Conference & Events Division e.g. registrations
- Whilst every care will be taken by the venue and organising personnel, the organisers will not be responsible for any loss or damage to property, including brochure materials of any exhibiting company or any other person, by theft or fire or any other cause
- The organisers reserve the right to change the program, revise the layout of the floor plan, to transfer an exhibiting company to an alternative site, or alter the shape or size of any booth. Any such change will be advised in writing by the organisers and an alternative provided. The contracted exhibition company will advise exhibitors of what equipment can be used with the stands. The venue itself stipulates that pins, nails, tape, Velcro and other items are not to be used on the walls, ceilings or other fittings.

CANCELLATION POLICY

In exceptional circumstances the Organisers will be prepared to consider cancellation of the contract with Sponsors, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing.
- If cancellation of sponsorship is necessary after confirmation, the following penalties will apply: - For Cancellation notices received in writing before 29 March 2018 a cancellation fee of 50% of the original package price will apply

Cancellation notices received after 29 March 2018 receive no refund

PAYMENT DETAILS

In paying for sponsorship you are paying the Australasian Society for HIV, Viral Hepatitis and Sexual Health Medicine (ASHM).

Credit Card and EFT payment – Details will be provided on the invoice or please contact the Conference Secretariat

EXHIBITION TERMS & CONDITIONS

1. THE CONTRACT

- 1.1 In this contract, the Conference Secretariat is the ASHM Conference & Events Division ABN 48 264 545 457 are 'we', 'us' and 'our'. The person with an exhibition space is 'you' and 'your'.
- 1.2 These Terms and conditions apply from the date of signing. You acknowledge that we update the details of the exhibition from time to time.

2. OUR RIGHTS AND RESPONSIBILITIES

- 2.1 We will:
- Organise and hold the exhibition
 - Promote the exhibition
 - Make reasonable efforts to offer you the space requested
- 2.2 We do not guarantee Exhibition visitor numbers or any level of commercial activity.
- 2.3 We may change the exhibition including but not limited to:
- Changing your space or its location to suit floor plan and reducing your fee in proportion to any reduction in size
 - Changing how long it runs for
 - Changing visitor opening hours
 - Extending the venue in a separate area from the main venue
- 2.4 We ask you to:
- Obey the relevant laws
 - Prevent any damage
- 2.5 We can:
- Refuse to allow, or stop displays, product demonstrations or other uses of your space
 - Specify display area wall heights and coverings
 - Approve or disapprove the content and presentation of your materials
 - Decide times you can set up and dismantle displays
 - Decide how you, your employees, contractors or agents use exhibition entry cards
 - Set conditions for moving goods and displays before, during and after the exhibition
 - Set restrictions on taking photographs - we will advise you if this will be required
 - Specify how you can use audio visual equipment and media and how you can demonstrate machines
 - Make health and safety requirements

3. YOUR RIGHTS AND RESPONSIBILITIES

- 3.1 You must:
- Use your space only to display and promote goods and/or services in keeping with the exhibition
 - Make the most of your space's promotional goods and/or services in keeping with the exhibition
 - Follow our directions as soon as possible and pay any associated costs
 - Follow relevant laws, meet OH&S and venue guidelines, and avoid damaging any person or property
 - Keep your space clean and tidy, and immediately remove all your materials when the exhibition ends. If you do not, we will charge you a fee to do so
 - Not do anything that may interfere with the smooth running of the exhibition, including, but not limited to, encouraging exhibition visitors to view goods and services in another location

4. PAYMENT

- 4.1 You must pay the full fee owing for your exhibition space prior to the exhibition beginning or the organisers reserve the right to cancel your space

5. OUR REMEDIES

- 5.1 If you breach the contract, we will provide you with notice of the breach and give you a reasonable time to remedy it. If you fail to remedy the breach within this time, we may:
- Reallocate your space or refuse you access to it
 - Remedy your breach without advising you and require you to pay for the cost of our actions

- Remove you from the exhibition and your space
- 5.2 If you cancel all or part of the contract (except if you cancel because of our breach) we will claim a cancellation fee from you dependent on the time of the cancellation. Cancellation charges had been advised in the sponsorship & exhibition prospectus

6. RISK AND INSURANCE COVER

- 6.1 You agree that the exhibition site can be hazardous. You will take due care to prevent injury and property damage. We are not responsible for any damage caused by your acts or omissions. You must use our incident report form to tell us in writing about any site incident and give us supporting evidence. After an incident, you must not remove anything from the site without our prior approval.
- 6.2 You must give us proof of current public liability insurance by the date stated in the exhibition manual
- 6.3 You must not share your space without advising us in writing. By sharing your space the primary contact is responsible for payment and providing the proof of public liability insurance and is responsible for the actions of the other party unless a separate proof of public liability is provided

7. WARRANTIES AND LIABILITIES

- 7.1 As allowed by law, or except where the contract states, we:
- Do not make any representations or warranties about you or your space
 - Are not liable for any person's injury or death, property damage, economic loss or any indirect damages to do with the exhibition
- 7.2 You indemnify us from and against any claims, damages, losses and costs we may incur because of:
- Any breach of the contract that you make
 - Any of your displays or product demonstrations
 - Any of your acts or omissions to do with the exhibition, including any negligence and wrong doings
- 7.3 You agree not to sell or intend to sell goods at the exhibition that misrepresent or infringe intellectual property rights. You indemnify us from and against any and all claims, damages, losses and costs we may incur if you breach this agreement.

8. GIVING US MATERIAL

- You must give us all material by the deadline that we set. If we do not receive it by the deadline, we will consider that you have cancelled the advertising.
- If you want to cancel your advertising, you must tell us in writing. No reduction in exhibition space fees will apply.
- If you have provided materials but wish to cancel the publication after the deadline we will endeavour to stop its publication but we are not liable if the material cannot be removed and we will not stop production if this risks the timely printing of it.

9. LIABILITY

- 9.1 We are not liable for any expenditure, liability or loss because of:
- Acts of god or terrorism
 - Natural disasters
 - Strikes or shortages
 - Failure of electrical power or other venue issues
 - Lower than advised exhibition visitor numbers
- 9.2 You give us consent to use your contact information for internal purposes

Accepted by (Signature)

Name & Position

Date

Company

SUPPORTER BOOKING FORM

DIAGNOSTIC ERROR IN MEDICINE CONFERENCE 2017

Email to: Samantha.Williamson@ashm.org.au

Business or Company Name:		
Company Address:		
Contact Name:		
Position Held:		
Phone	Mobile:	Fax:
Email:		

We are interested in the following (please tick those that apply). All prices are inclusive of GST AUD\$.

Gold Sponsorship	\$26,400	
Silver Sponsorship	\$12,100	
Keynote Speaker Support	\$7,700	
Internet Hub & Wi-Fi supporter	\$7,700	
Conference Scholarship Supporter	\$6,600	
On Booth Delegate and Keynote Speaker Access	\$4,500	
Poster Viewing Session and Prize Sponsor	\$6,600	
Speaker Preparation Room Supporter	\$5,500	
Advertisement in Conference handbook	\$2,200	
Charging Station	\$2,200	
Promotional Table Item	\$2,200	
Exhibition – Table Top Display	\$2,200	

Sponsorship contract and tax invoice will be sent upon receipt of this form. Please provide a copy of your logo (as a high resolution >300dpi eps and jpeg file in colour and black and white) for use in recognising sponsorship.

Investment Total \$ _____

I, _____ (sponsor's signature) agree to the terms and conditions stated below

Date _____



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Communicating for safer diagnosis

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Ph: +61 2 8204 0770

Email: Samantha.williamson@ashm.org.au