

DEM 2019

12th Annual Diagnostic Error in Medicine Conference

November 10-13, 2019

HYATT REGENCY WASHINGTON ON CAPITOL HILL



SUPPORTER OPPORTUNITY



SOCIETY to IMPROVE DIAGNOSIS
in MEDICINE

www.improvediagnosis.org

*The Society to Improve Diagnosis in Medicine (SIDM) is the **only** organization dedicated exclusively to assessing and fixing the problem of diagnostic error.*

Pervasive, yet poorly understood, diagnostic error — wrong diagnosis, missed diagnosis or unnecessarily delayed diagnosis — affects in excess of 12 million adults and causes upwards of 250,000 deaths annually in the United States alone.

SIDM's vision is to create a world where no patients are harmed by diagnostic error.

About the Society to Improve Diagnosis in Medicine

The **Society to Improve Diagnosis in Medicine** catalyzes and leads change to improve diagnosis and eliminate harm from diagnostic error.

We work in partnership with patients, their families, the healthcare community and every interested stakeholder. Learn more about SIDM at improvediagnosis.org.

The **Coalition to Improve Diagnosis**, convened and led by the Society to Improve Diagnosis in Medicine (SIDM). Established in 2015, the Coalition to Improve Diagnosis is a collaboration of **more than 50 leading healthcare organizations** focused on ensuring that diagnoses are accurate, communicated and timely. Our Coalition members represent doctors, nurses, testing professionals, patients and their families, employers, researchers, policymakers, educators and leading health organizations and government agencies involved in patient care. The Coalition to Improve Diagnosis is the only collaboration of diverse healthcare organizations singularly focused on improving the diagnostic process. Learn more about the Coalition at improvediagnosis.org/cid.

Join SIDM at DEM2019 as we bring together all of those working to address one of the most important safety issues in medicine.



About the Diagnostic Error in Medicine (DEM) Audience



"The blend of scientific and humanistic content... was just perfect. The opportunity to interact with such a broad range of people in meaningful ways was fantastic. The people who attend, and the people who put on, this conference are an extraordinary group. Just being around them is inspiring."

DEM 2018 attendee

Attendees at the Society to Improve Diagnosis in Medicine's annual Diagnostic Error in Medicine Conference represent a rich cross-section of health care that includes C-suite health care executives, health informaticists, laboratory and radiology professionals, medical malpractice specialists, medical students, nurses, allied health care professionals, patients, patient families, patient advocates, physicians, quality and patient safety professionals, research scientists, residents and fellows, and risk managers.

Typical medical specialties represented include:

- **Anesthesiology**
- **Critical Care**
- **Emergency Medicine**
- **Internal Medicine**
- **Family Medicine**
- **OB/GYN, Pathology**
- **Pediatrics**
- **Radiology**
- **Behavioral health**
- **Oncology**



\$30,000 – Exclusive Title Sponsor

Benefits include:

- Four (4) complimentary full conference registrations valued at \$899 and includes one (1) pre-conference course valued at \$195. **Total value: \$3791.**
 - Company logo prominently displayed on selected conference promotional materials, including signage, table tent cards, DEM webpage (**3000+ views**) as the Title Sponsor, DEM Welcome Guide inside front cover color.
 - Company recognition and link as the Title Sponsor in all promotional DEM e-communications.
 - Opportunity for a company representative to make brief comments (approximately 3 minutes in length) during one of the opening remarks.
 - Company recognition as the Title Sponsor in all 2019 Diagnostic Error in Medicine (DEM) conference press releases.
 - Opportunity for a representative to participate in an invitation-only, high-level strategic planning meeting for the newly developed **SIDM Patient Academy** (date and location of meeting to be announced).
 - One coupon OR one literature piece OR one logo promotional item in conference goody bag to 400+ attendees.
 - Company recognition in one **ImproveDx Newsletter** post conference (**3500+ subscribers and growing**).
 - Opportunity for your company representative to give a 10-minute presentation during the **Industry Showcase** highlighting your products or services to a captive audience during one designated lunch period. *Content approval required prior to presentation to avoid a heavy sales pitch. Presentation should showcase what your company is doing in the areas of diagnostic improvement.*
 - Take One - Table Top Display—Display your company's literature or logo giveaways on one 6-foot display table to our 400+ attendees. Staffing is not required.
 - Company acknowledgement in SIDM Annual Report – **distributed to more than 2000+ individuals.**
 - First right of refusal to participate as the title sponsor of the 2020 Diagnostic Error in Medicine (DEM) conference in Minneapolis, Minnesota, by December 15, 2019.
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\$20,000 – Exclusive Presenting Sponsor

Benefits include: **SOLD**

- Three (3) complimentary full conference registrations valued at \$899 and includes one (1) pre-conference course valued at \$195. **Total value: \$2892.**
- Company logo prominently displayed on selected conference promotional materials including signage, table tent cards, listing on the DEM webpage (**3,000+ views**) as the Presenting Sponsor, DEM Welcome Guide inside back cover color.
- Company recognition and link as the Presenting Sponsor in promotional DEM e-communications.

- Company recognition as the Presenting Sponsor in all 2019 Diagnostic Error in Medicine (DEM) conference press releases.
 - One coupon OR one literature piece OR one logo promotional item in conference goody bag to 400+ attendees.
 - Company recognition in one *ImproveDx Newsletter* post-conference (**3500+ subscribers and growing**).
 - Opportunity for your company representative to give a 10-minute presentation during the *Industry Showcase* highlighting your products or services to a captive audience during one designated lunch period. *Content approval required prior to presentation to avoid a heavy sales pitch. Presentation should showcase what your company is doing in the areas of diagnostic improvement.*
 - Take One - Table Top Display—Display your company's literature or logo giveaways on one 6-foot display table to our 400+ attendees. Staffing is not required.
 - Company acknowledgement in SIDM Annual Report – ***distributed to more than 2000+ individuals.***
 - First right of refusal to participate as the presenting sponsor of the 2020 Diagnostic Error in Medicine (DEM) conference in Minneapolis, Minnesota, by December 15, 2019.
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\$15,000 – Poster Session Sponsor

Benefits include:

- Two (2) complimentary full conference registrations valued at \$899 each. **Total value: \$1798.**
 - Company logo prominently displayed on selected conference promotional materials, including signage, table tent cards, listing on the DEM webpage (**3,000+ views**) as Poster Session Sponsor, and opportunity to place ad in DEM Welcome Guide—inside full-page color.
 - Company recognition as Poster Session Sponsor in all 2019 Diagnostic Error in Medicine (DEM) conference press releases.
 - One coupon OR one literature piece OR one logo promotional item in conference goody bag to 400+ attendees.
 - Company acknowledgement in SIDM Annual Report – ***distributed to more than 2000+ individuals.***
 - Company recognition in one *ImproveDx Newsletter* post conference (**3500+ subscribers and growing**).
 - Take One - Table Top Display—Display your company's literature or logo giveaways on one 6-foot display table to our 400+ attendees. Staffing is not required.
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\$15,000 – Industry Showcase Sponsor

Four Available

Unique opportunity for your company representative to give a 10-minute presentation highlighting your products or services to a captive audience during one designated lunch period. *Content approval required prior to presentation to avoid a heavy sales pitch. Presentations should showcase what your company is doing in the areas of diagnostic improvement.*

Benefits include:

- One (1) complimentary full conference registration **valued at \$899**.
 - Your company logo featured on the non-educational conference signage.
 - Spotlight - 75-word company description sent twice to attendees prior to DEM that will include your organization's name and hyperlink on DEM webpage.
 - Display your company's literature or logo and giveaways on one 6-foot display table to our 400+ attendees. Staffing is not required.
 - Company acknowledgement in SIDM Annual Report – ***distributed to more than 2000+ individuals***.
 - Company recognition in one ***ImproveDx Newsletter*** post conference (***3500+ subscribers and growing***).
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\$15,000 – Patient Summit Sponsor

The Patient Summit is a free, half-day pre-conference that will feature Dr. Danielle Ofri, author of What Patients Say, What Doctors Hear. The summit will examine how refocusing conversations between doctors and their patients can lead to better health. It will also highlight the role that disparities such as age, race/ethnicity, and gender may play in missed and delayed diagnosis. Proactive solutions to prevent diagnostic error due to disparities and communication issues will be explored through panel presentations and interactive dialogue with the audience. The Patient Summit welcomes patients, patient organizations, family members, patient advocates, medical students, nurses, physicians, researchers, policy makers, and others who are dedicated to patient centeredness and patient and family engagement in diagnostic improvement.

Benefits include:

- One (1) complimentary full conference registration **valued at \$899**.
- Company logo prominently displayed on selected conference promotional materials, including signage, table tent cards, listing on the DEM webpage (***3,000+ views***) as Patient Summit sponsor, and opportunity to place ad in DEM Welcome Guide—inside full-page color.
- Company recognition as Patient Summit Sponsor in all 2019 DEM conference press releases.

- Verbal acknowledgement at the beginning and closing of the summit.
 - Take One - Table Top Display—Display your company's literature or logo giveaways on one 6-foot display table to our 400+ attendees. Staffing is not required.
 - One coupon OR one literature piece OR one logo promotional item in conference goody bag to 400+ attendees.
 - Company acknowledgement in SIDM Annual Report – ***distributed to more than 2000+ individuals.***
 - Company recognition in one ***ImproveDx Newsletter*** post conference (***3500+ subscribers and growing***).
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\$10,000 each – DEM Networking Reception **Sponsorship/Available |** **DEM Awards Luncheon Sponsorship/SOLD**

The **DEM Networking Reception** provides an opportunity for attendees to network and mingle with colleagues, make connections, and build lasting relationships with collaborators.

The **DEM Awards Luncheon** will recognize leaders who have had an impact in improving diagnosis and reducing harm to patients. During the luncheon, the SIDM Board of Directors will award the Mark Graber Diagnostic Quality & Safety Award to a recipient that has had a significant impact in advancing distinguished work in the field of diagnostic quality and safety. In addition, this year's luncheon will recognize public policy champions who are making a difference.

Benefits include:

- One (1) complimentary full conference registration **valued at \$899.**
- Company logo prominently displayed on selected conference promotional materials, including signage, table tent cards, listing on the DEM webpage (**3,000+ views**) as the DEM Networking Reception or DEM Awards Luncheon Sponsor, and opportunity to place ad in DEM Welcome Guide—inside full-page color.
- Company recognition as the DEM Networking Reception or the DEM Awards Luncheon Sponsor in all 2019 Diagnostic Error in Medicine (DEM) conference press releases.
- Company representative to give brief welcome remarks at the opening of the DEM Networking Reception or at the DEM Awards Luncheon (approximately 2 minutes in length).
- One coupon OR one literature piece OR one logo promotional item in conference goody bag to 400+ attendees.
- Company acknowledgement in SIDM Annual Report – ***distributed to more than 2000+ individuals.***
- Company recognition in one ***ImproveDx Newsletter*** post conference (***3500+ subscribers and growing***).

\$5,000 – Conference Goody Bag Sponsor

Benefits include:

- Your company name or logo will be strategically positioned for optimum visibility on the attendee conference goody bag given to 400+ attendees.
 - Company logo prominently displayed on selected conference promotional materials, including signage, table tent cards, DEM webpage (3000+ views) as Goody Bag Sponsor, DEM Welcome Guide ad (inside half-page color).
 - Company logo and link on DEM conference website as the conference goody bag sponsor.
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Refreshment Break Sponsor (five available)

\$2,500 each or \$12,000 for all five

Benefits include:

- Your company name or logo will be prominently displayed on all break signs and napkins during refreshment break.
 - Company logo & link on conference website as the refreshment break sponsor.
 - Name recognition in the DEM Welcome Guide.
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\$500 – Take One/Table Top Display

Benefits include:

- Display your company's literature or logo giveaways on one 6-foot display table to our 400+ attendees. Staffing not required.
 - Name recognition in the DEM Welcome Guide.
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\$250 – Literature Provider

Benefits include:

- One coupon OR one literature piece OR one logo promotional item in conference goody bag to 400+ attendees.
- Name recognition in the DEM Welcome Guide.

Advertising Opportunities

- **Increase your company's visibility**
- **Promote your company's mission**
- **Recruit for job openings and more**

Advertise in the Society to Improve Diagnosis in Medicine (SIDM) annual Diagnostic Error in Medicine (DEM) Conference Welcome Guide. Space is available on a first-come, first-served basis.

In order to ensure the highest display quality of your company logo, please use the following guidelines. File type should be vector format (**Adobe Illustrator .ai, .eps or .pdf**) only. **Fonts must be converted to outlines. We request 300 dpi TIFF or better. Images that are below 300 dpi will not print appropriately.**

If a logo meeting these requirements is not received by **September 20, 2019** the company name will be displayed in plain text in recognition items.

SIZE	PAGE SIZE	PRICE MEMBERS	PRICE NON-MEMBERS
Full Page	7.5" w x 10" high	\$925.00	\$1225.00
Half Page	7.5" w x 4.75" high	\$550.00	\$725.00
One-Quarter Page	3.25" w x 4.75" high	\$325.00	\$425.00
Listing (Name only)	Company name only	\$150.00	\$250.00

Please provide an electronic copy of the ad in Adobe Acrobat (.pdf), Adobe Illustrator (.ai), Adobe Illustrator EPS (.eps), or JPEG format. Include all embedded and linked image files. All images should be in high resolution, not 72 dpi (web graphics). Please submit your ad with your company name in the title.

For more information about these sponsorship levels or to create a customized sponsor opportunity based on your marketing needs and goals, please contact Deborah Barnard at 954-873-3348 or email Deborah.Barnard@improvediagnosis.org.

Note: Some sponsorships may be offered at a discounted rate to current corporate, healthcare institution, and non-profit SIDM members.

To learn about SIDM's Corporate, Healthcare Institution, and Nonprofit membership opportunities, visit improvediagnosis.org/corporatemembers or improvediagnosis.org/healthinstitutions. SIDM is a 501(c)(3) nonprofit corporation.

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NOVEMBER 10-13, 2019

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Sponsorship Commitment Form



Inclusion and print deadlines due by
September 20, 2019.

Take One - Table Top Display - All materials must be shipped to the hotel by November 5, 2019 No staffing required for table-top display. Any remaining materials will not be returned.

Please complete the following information and email to Deborah Barnard at Deborah.barnard@improvediagnosis.org along with payment selection. Please include your logo.

Sponsorship Level: _____

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Select your payment option: Amount: _____ Credit Card _____ Check _____

Make check payable to: Society to Improve Diagnosis in Medicine.

Mail payment to: Society to Improve Diagnosis in Medicine
909 Davis Street – Suite 500
Evanston, IL 60201

To pay by credit card or if you need further information, please contact Deborah Barnard at 954-873-3348 or email Deborah.barnard@improvediagnosis.org.

Thank you for your generous support.