



SPONSOR PROSPECTUS

HOUSTON, WE HAVE ~~A PROBLEM~~ SOLUTION



June, 26

2025

HBCH SUMMER FORUM
Unlocking the Power of Primary Care
A Strategic Approach to Health Benefits Design

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Employers seek innovative ways to optimize plan member health, reduce overall costs, and provide benefits that employees care about and want to use. Despite all efforts, employer healthcare costs and premiums continue to rise and negatively impact businesses and their employees. A major contributor to unsustainable costs is the way most employers purchase health care - wide-open networks without a strategy to integrate, coordinate care, and demand accountability for health and cost outcomes.

New primary care models have emerged as game-changers and the results speak for themselves. This forum will delve into the key elements of designing and implementing a successful primary care strategy, offering employers and health plan leaders the options and tools needed to achieve better health outcomes, lower costs, and enhanced employee satisfaction. The forum will uniquely present an array of primary care strategies, delivery, purchasing options, and change management approaches.

The forum will focus on three key areas:

Understanding the Key Tenets of a Primary Care Strategy:

- Explore the foundational principles of primary care, including patient access, care coordination, and comprehensive care delivery.
- Discuss the importance of primary care as the central pillar of a health benefits strategy and how it can contribute to improved overall health outcomes.

Choosing the Right Primary Care Partner:

- Understand the types of primary care models and determine which fits best for different organizations.
- Key considerations for evaluating and selecting a primary care partner based on organizational goals and workforce needs.

Increasing Employee Engagement and Satisfaction:

- Discover strategies for encouraging employee participation in primary care options, enhancing patient-provider relationships, and improving overall patient satisfaction.
- Explore innovative ways to increase engagement, from financial incentives to personalized care initiatives.

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Patrick Neilli
CEO & Founder

Aligned

Patrick Nelli, CEO and Founder of Aligned Marketplace, will set the stage for the day by providing his unique perspective on the past, present, and future role of primary care in employer-sponsored healthcare benefits. Aligned Marketplace engages hundreds of primary care groups, offering a variety of delivery options and connects them with employers across the country under a single contract. While no one size fits all, Patrick will provide a summary of the critical features of a primary care first strategy. He will then serve as the panel moderator for the morning and afternoon general sessions that will dig into the key tenets of a successful primary care strategy. Before Aligned Marketplace, Patrick spent a decade at Health Catalyst (HCAT), a data and analytics company focused on supporting some of the largest healthcare organizations in the country, where he was President and Chief Financial Officer.

AGENDA

10:00 AM - 10:45 AM	Registration / Check-in / Networking / Exhibits
10:45 AM - 11:00 AM	Welcome and Opening Comments
11:00 AM - 12:15 PM	Key Tenets of a Successful Primary Care Strategy
12:15 PM - 1:15 PM	Lunch / Networking / Exhibits
1:15 PM - 1:40 PM	Premise Health
1:45 PM - 2:10 PM	One Medical
2:15 PM - 2:40 PM	Kelsey Seybold
2:40 PM - 3:00 PM	Networking & Exhibits
3:05 PM - 3:30 PM	Memorial Hermann
3:35 PM – 4:00 PM	Next Level Medical
4:05 PM – 4:30 PM	Beyond Assumptions: 3 Realities and Actions to Transform Health Engagement, Outcomes, and Cost
4:30 PM – 5:00 PM	Closing Remarks
5:00 PM – 7:00 PM	Post-Conference Reception, Networking, & Exhibits

\$6000 SPONSORSHIP



FORUM PANEL - INVITE ONLY

Be the Voice of Insight: Sponsor Our Dynamic Panel Discussion! As the sponsor of our panel discussion, you'll be recognized as a leader in the industry, driving meaningful conversations and shaping the future of healthcare. (Approval Required)



FORUM LUNCH (1) AVAILABLE

Fuel Connections Over Lunch: Sponsor Our Forum Lunch! Our forum lunch provides a relaxed setting for attendees to network, exchange ideas, and build relationships with fellow professionals in the industry.



POST-FORUM RECEPTION (1) AVAILABLE

Raise a Toast to Success: Sponsor Our Post-Forum Reception! Our post-fourm reception provides a unique opportunity for attendees to connect with one another in a relaxed and convivial atmosphere.

Unlimited Employer Guest Registrations

- Table Location (100-108) or choice of any available in Exhibit Hall
- One (1) table and two (2) chairs
- (5) Admissions
- 1-Minute Video Played in Exhibit Hall
- Custom Web Page on the Forum Website
- (2) Digital Marketing Assets on Forum Webpage
- (1) Marketing Video on Forum Webpage
- Contact Us Page
- Logo on Forum Email Announcements
- Logo on Sponsored Panel Background Session
- Logo on Multi-Media Screens
- Logo on Forum Website
- Attendee List Pre-Forum and Post-Forum
- Lunch, Networking, and Reception
- Validated Parking (Rice Parking Lot ONLY)

\$3500 SPONSORSHIP



FORUM REGISTRATION TABLE

Elevate Your Brand: Sponsor Our Conference Registration Table! First Impression Matters: As the gateway to our event, the registration table is the very first point of contact for all attendees. Includes one marketing flyer placed in each bag and an opportunity to assist with guest check-in.



FORUM LANYARDS

Stand Out in Style: Sponsor Our Conference Lanyards! Wearable Branding: Our conference lanyards serve as wearable advertisements, ensuring that your logo is prominently displayed around the necks of every attendee.



MOBILE CHARGING STATIONS

Power Up Your Brand: Sponsor Our Mobile Charging Stations! Essential Convenience: In today's digital age, attendees rely heavily on their mobile devices to stay connected and engaged.



FORUM TOTE BAG

Be the Talk of the Forum: Sponsor Our Exclusive Tote Bags! Walking Billboards: Our tote bags serve as mobile advertisements, carrying your brand message throughout the conference and beyond.

UNLIMITED EMPLOYER GUEST REGISTRATIONS



\$3500 Sponsorship Includes:

- 5-6 ft Table with two (2) Chairs in the Exhibit Hall
- (3) Admissions | (2) Forum and (1) Booth Rep
- Custom Web Page on Forum Website
- Digital Marketing Asset on the Forum Webpage
- Logo on Forum Email Announcements
- Logo on Multi-Media Screens Logo on Forum Website
- Lunch, Networking, and Post-Forum Reception
- Validated Parking (Rice Parking Lot ONLY)

\$2500 SPONSORSHIP



FORUM LIVE POLLING

Engage Your Audience: Sponsor Our Live Polling Session! Interactive Engagement: Our live polling session transforms passive listeners into active participants, fostering engagement and interaction among attendees. Logo displayed on main screen.



NETWORKING BREAK

Foster Connections: Sponsor Our Networking Break! Networking Powerhouse: Our networking break provides attendees with a dedicated time to connect with industry peers, exchange business cards, and engage in fruitful conversations.



ATTENDEE BADGES

Make Every Badge a Brand Ambassador: Sponsor Our Attendee Badge! Everywhere Visibility: Your logo will be prominently featured on every attendee badge, ensuring that your brand is visible to everyone at the event.



EXHIBITOR ONLY

Shine Bright Among Industry Leaders: Sponsor Our Exclusive Exhibitor-Only Area! Prime Brand Exposure: Your logo will be prominently featured within the exhibitor-only area, ensuring maximum exposure to a select audience of industry professionals, influencers, and potential customers.

UNLIMITED EMPLOYER GUEST REGISTRATIONS



\$2500 Sponsorship Includes:

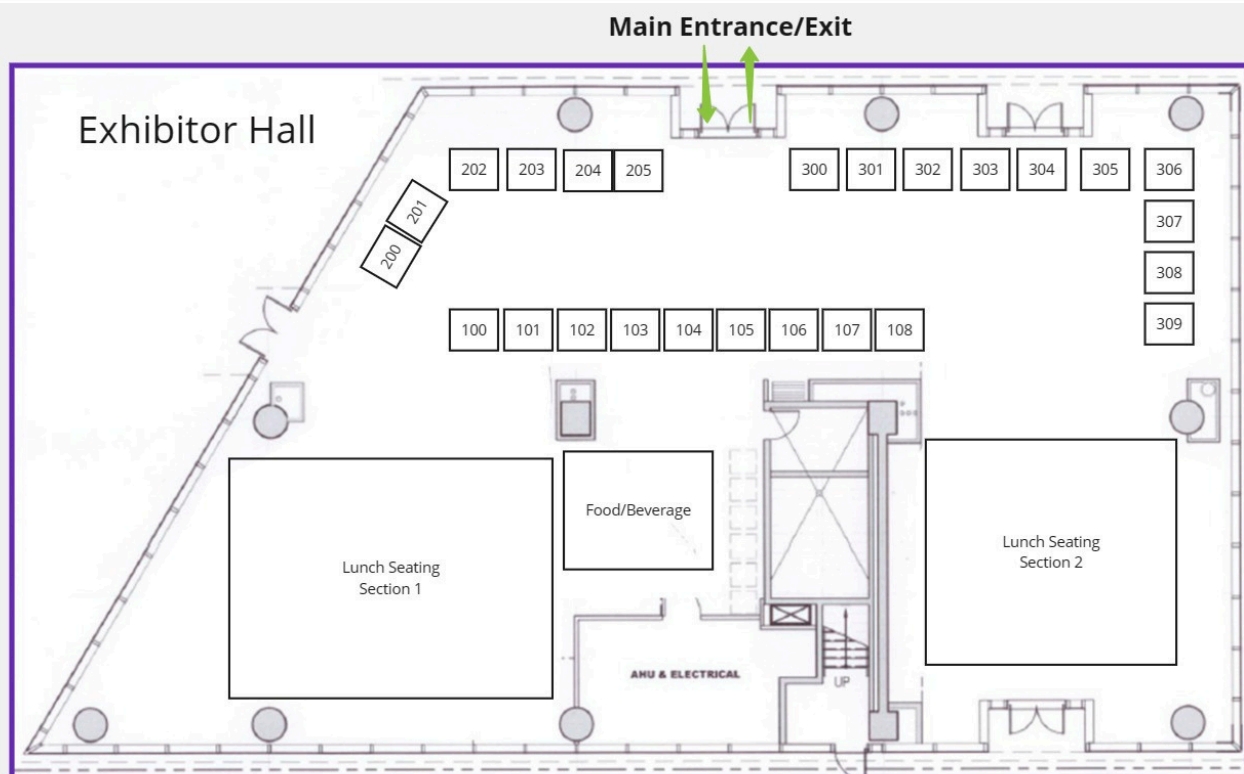
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6500 Main St, Houston, TX 77030

Exhibit Date: June 26, 2025

Exhibits Open: 11 AM - 7 PM



EXHIBITOR SCHEDULE

Wednesda, June 25, 2025

12 PM - 4 PM: Exhibitor Move-In

Thursday, June 26, 2025

7AM - 10 AM: Exhibitor Move-In

Thursday, June 26, 2025

5:30 PM - 7 PM: Exhibitor Move-Out

SHIPPING ADDRESS

Houston Business Coalition on Health

Attn: Sam Medina

9550 Spring Green Blvd

Suite 408-233

Katy, TX 77494

281.809.6960 or 832.878.8884

PREVIOUS EMPLOYER ATTENDEE COMPANIES

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Texas Gulf Coast Area Labor Federation, AFL-CIO
Texas Teachers Retirement System (TRS)
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