



2022 PROSPECTUS

Strategic Partnerships and
Conference Sponsorship



#NASHPCONF22
SEATTLE, WASHINGTON
SEPTEMBER 12-14, 2022



PARTNER

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EXHIBIT

INTRODUCTION

For over 35 years, the National Academy for State Health Policy (NASHP) has been a trusted nonpartisan organization of, by, and for state policymakers, committed to developing and advancing health policy innovations and solutions. NASHP provides a unique forum for the productive exchange of strategies across state government, including the executive and legislative branches.

Under the leadership of Executive Director Hemi Tewarson, NASHP's Strategic Partnership Program has been invigorated and redesigned to expand our relationships with partners in a way that encourages thought leadership, shared learning, and understanding to better support states and address their needs. NASHP recognizes that an important component to identifying innovations and solutions in state health policy is expanding state and private sector perspectives. With partnerships, we are better poised to tackle long-standing challenges to improve health and surface the best possible approaches to drive meaningful change.

OF, BY, AND FOR STATE POLICYMAKERS

In January 2022, NASHP launched a new strategic plan in which we articulate our vision and mission.

VISION

To improve the health and well-being of all people across every state.

MISSION

To be of, by, and for all states by providing nonpartisan support for the development of policies that promote and sustain healthy people and communities, advance high quality and affordable health care, and address health equity.

To accomplish our mission we:

- **Advance innovation** by supporting states in the development of new policies and programs.
- **Surface and support the implementation and spread of best practices** by engaging states to inform data-driven policymaking at the state and federal level.
- **Ensure states have the information, data, and tools** to successfully design and implement policy.
- **Encourage sustainable cross-sector solutions** by strengthening partnerships across state agencies and executive and legislative branches and the private sector.
- **Elevate the state perspective** for a broad group of stakeholders, partners, and the public.

OUR WORK

NASHP's work is guided by four Academy Steering Committees and corresponding policy teams:

Behavioral Health, Aging, and Disability

Systems of care for older adults and people with complex needs and behavioral health, including substance use disorders, state mental health systems, and behavioral health integration.

Child and Family Health

Maternal and child health (MCH) systems and delivery, children and youth with special needs, maternal and women's health, and MCH benefits and coverage.

Coverage, Cost, and Value

Coverage across ages, income ranges, and payers; support to state employee health plans; lowering prescription drug costs; addressing hospital and health system costs; and improving states' oversight and understanding of hospital community benefit investments.

Population and Public Health

COVID-19 response and mitigation, immunizations, public health workforce, state approaches to addressing health equity, addressing social determinants of health, oral health, and integrated care/prevention for young children.

SHARE YOUR LEADERSHIP AND BE A THOUGHT PARTNER

NASHP invites you to share your leadership and be a thought partner in our commitment to improving the health and well-being of all people across every state.

NASHP is a respected resource and partner for state health policy leaders.

NASHP cultivates this reputation by working with and supporting states in the following ways:

- Policy publications
- Annual state health policy conference
- 50-state policy tracking
- Intensive technical assistance through Policy Academies and Learning Labs
- Policy blogs
- Multi-state convenings
- Ad-hoc technical assistance
- Advisory committees
- Webinars
- Model legislation
- External presentations
- Policy toolkits

STRATEGIC PLAN

In our strategic plan, we identify the areas upon which we will expand work over the next 18 months. These areas of focus include:

Public Health Modernization and Ongoing COVID-19 Response and Recovery

States are in the midst of addressing immediate public health needs related to COVID-19 and considering how to modernize and reimagine public health systems in the longer term. NASHP will assist states in rebuilding public confidence in public health, considering opportunities to create a state health ecosystem that connects public health to health care, building community resilience, addressing social determinants of health, building health equity, and leveraging unprecedented levels of short-term funding.

Addressing Disparities and Advancing Health Equity

NASHP will continue to integrate health equity in our work, engaging across agencies and branches of government. With renewed attention on health equity and unprecedented flexible funds coming to states, NASHP has a unique opportunity to work with states across the geographic and political spectrum to operationalize health equity.

Addressing Health Workforce Challenges

NASHP will work with states and the federal government to identify and implement approaches that address health care workforce challenges. NASHP's work acknowledges that the health care workforce is limited (e.g., nurses, behavioral health, long-term care, and others) and sometimes overlapping (e.g., care coordination in health, behavioral health, and social services sectors) and that creative strategies are needed.

Strengthening Behavioral Health Systems and Coverage

NASHP will support states in strengthening and modernizing under-resourced behavioral health systems that serve children and adults and enhancing their connections with other child and adult-serving health and social systems, including education, health, social services, justice, and housing. NASHP's work will also consider state challenges and opportunities related to implementing the parity law and ensuring adequate access to behavioral health services, the behavioral health workforce, implementing trauma-informed care and settings, and new and expanded federal resources coming to states.

Systems of Care for Aging Populations

NASHP will leverage existing work and expertise to support states in building robust systems of care to address the needs of the country's diverse aging population. NASHP will focus on key state goals and investments related to aging in place, home and community-based services, infrastructure and social supports, long-term services and supports (LTSS), LTSS workforce, and other strategies to promote person-centered, value-driven care.

Payment and Delivery System Reform

NASHP will place a renewed focus on delivery system reform, especially related to multipayer alignment for sustainable change that improves health outcomes and population health without increasing costs. This work will engage with federal efforts to advance innovations in payment reform and payment delivery models.

STRATEGIC PARTNERSHIPS

NASHP recognizes the thought leadership and expertise that private sector partners contribute to advancing innovation in state health policy and to improving the health and well-being of all people in every state. Through engaging in strategic partnerships, NASHP can facilitate and encourage greater understanding between the private and public sectors to identify opportunities for sustainable, innovative, cross-sector solutions.

NASHP Strategic Partners will benefit from the opportunity to:

- **Stay current** on key priorities for state health policy leaders in all 50 states and DC.
- **Identify** the state perspective on existing and emerging issues.
- **Anticipate** needs and opportunities within states.
- **Increase** visibility and awareness of your organization and subject matter experts.
- **Share** best practices, industry perspectives, and innovative solutions.
- **Engage** in regular meetings with and access to NASHP executive director and senior leadership.

Meetings with NASHP's Executive Director and Senior Leadership

Strategic Partners will be invited to participate in a series of meetings with NASHP's executive director and senior leadership to discuss key priorities, emerging issues, best practices/solutions, and how we can all best support advancement in state health policy.

A key component of these meetings will be discussing the state perspective. NASHP works

closely with state leaders in its day-to-day work, and through this close relationship with states, has its pulse on their priorities, challenges, and where they are moving on different issues across key areas. These areas include coverage, cost, and value; chronic and vulnerable populations; long-term services and supports; population and public health; and child and family health. NASHP looks to elevate the state perspective to Strategic Partners and encourage sustainable cross-sector solutions that are practical and innovative.

Two meetings will be with individual partner organizations, and one will be with the full group of partnering organizations.

- **Within the first few weeks of partnership:**
One-on-one meetings with individual Strategic Partner organizations. Discuss priorities for the year ahead.
- **Prior to Annual Conference (end of July/August):** Convening of all partnering organizations to discuss priorities advanced by Academy members during conference planning and top issues to be covered during the Annual Conference.
- **Last quarter of the year/of partnership:**
One-on-one meetings with individual Strategic Partner organizations. Discuss their experience so far as a partner, looking ahead to the following year.

Engage Strategic Partner Organization's Subject Matter Experts

NASHP will engage each partnering organization's subject matter experts to inform and provide perspectives for emerging and ongoing projects throughout the year. Such engagement may include discussions during research phase of projects, as well as informing webinars, in-person meetings, and publications.

Visibility and Brand Awareness to NASHP's Extensive Base of Stakeholders

NASHP regularly engages with an extensive base of state leaders and decision-makers in the state health policy community through its digital media and social media activities. Strategic Partners will be recognized on NASHP's website and periodically in NASHP's e-newsletter and social media.

Sponsorship of NASHP's Flagship Event, The Annual State Health Policy Conference

Strategic Partners have the opportunity to sponsor NASHP's Annual State Health Policy Conference at the highest sponsorship level (Platinum) for a significantly discounted rate of \$10,000 (a \$20,000 value). Sponsorship of this premier event provides the opportunity for unparalleled access to hundreds of the nation's leading experts on the most cutting-edge issues in state health policy, as well as additional high-level opportunities for brand visibility and extensive targeted reach to this key group of leaders, influencers, and decision-makers before, during, and after the event.

**STRATEGIC
PARTNER**

\$25K

**STRATEGIC
PARTNER**

+

**CONFERENCE
SPONSOR**

\$35K

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

NASHP's Annual State Health Policy Conference brings together hundreds of the nation's leading experts, decision-makers, and professionals representing all segments of the state health policy community from all 50 states.

Sponsorship opportunities are designed to provide maximum visibility and brand recognition to stakeholders before, during, and after the event has taken place. Choose from one of our sponsorship levels or work with NASHP staff to design a custom package that meets your needs and works with your budget.

Join NASHP in Seattle!

We're excited to be hosting this year's State Health Policy Conference in person once again! Join us (and hundreds of state policy leaders) in beautiful downtown Seattle for two and a half days of inspiring speakers, meaningful conversations, and networking.

#NASHPCONF22
SEATTLE, WASHINGTON
SEPTEMBER 12-14, 2022

Set your company apart from the competition through exclusive sponsorship opportunities that get your brand in front of your target audience

Unparalleled access to the nation's leading experts on the most cutting-edge issues in state health policy

Extensive marketing reach precisely targeted to leaders, influencers, and decision-makers before, during, and after the event



WHAT TO EXPECT AT #NASHPCONF22

Planned by state health policymakers, for state health policymakers, NASHP's annual event provides exhibitors, sponsors, and partners with the opportunity to engage with a targeted group of state leaders who are eager to learn about your company.

ROUNDTABLES



Thought-provoking, dialogue-driven discussions to provide best practices and solutions to timely issues

NETWORK



Numerous networking opportunities and special events

#NASHPCONF22

SESSIONS

More than 20 carefully crafted sessions featuring health policy experts addressing the most relevant and cutting-edge topics in the health policy community



TARGETED TOPICS

Content-driven, data-focused, daylong pre-conference sessions that allow attendees to dig into a specific issue



ATTENDEES

Hundreds of leading health policy experts from all 50 states and DC



“NASHP’s annual conference and online resources have proved an invaluable asset to my work. Their ability to go beneath the surface level and drill down into the details of salient health issues is unparalleled by any other organization.”

David Crall, Legislative Analyst, Oklahoma Senate

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP

\$20,000

Complimentary exhibit

Two complimentary registrations

Two discounted registrations (at \$500 each)

Pre- and post-attendee list

Sponsor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF22 website
- Mobile app
- Agenda at-a-glance
- Conference signage
- On screen prior to plenary and keynote presentations

Promotional item in conference tote

Table drop

Selection of one of the following exclusive sponsorship opportunities at no additional cost (while supplies last):

- General session audio-visual
- Wireless internet
- Mobile app
- Rising Star Award
- Keynote plated luncheon
- Networking breakfast
- Off-site evening networking event
- Lanyards
- Tote bags
- Charging stations in meeting rooms
- Blueberry Break

Fee is reduced to \$10,000 for Strategic Partners

GOLD SPONSORSHIP

\$15,000

Complimentary exhibit

Two complimentary registrations

One discounted registration (at \$500 each)

Pre- and post-attendee list

Sponsor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF22 website
- Mobile app
- Agenda at-a-glance
- Conference signage
- On screen prior to plenary and keynote presentations

Promotional item in conference tote

Selection of one of the following exclusive sponsorship opportunities at no additional cost (while supplies last):

- Networking breakfast
- Lanyards
- Tote bags
- Charging stations in meeting rooms
- Blueberry Break

“The most impactful conference that I attend every year!”

Ana Novais, Assistant Secretary of Health and Human Services, RI Executive Office of Health and Human Services

SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP \$10,000

Complimentary exhibit

One complimentary registration

One discounted registration (at \$500)

Pre- and post-attendee list

Sponsor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF22 website
- Mobile app
- Agenda at-a-glance
- Conference signage
- On screen prior to plenary and keynote presentations

Promotional item in conference tote

Selection of one of the following exclusive sponsorship opportunities at no additional cost (while supplies last):

- Lanyards
- Charging stations in meeting rooms

BRONZE SPONSORSHIP \$7,500

One Complimentary registration

Sponsor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF22 website
- Mobile app
- Agenda at-a-glance
- Conference signage
- On screen prior to plenary and keynote presentations

Promotional item in conference tote

EXHIBIT ONLY \$5,000

One complimentary registration

Designated exhibit space (6 feet wide)

Exhibitor recognition in:

- Conference mailings and social media posts to over 30,000 members of the health policy community
- #NASHPCONF22 website
- Mobile app
- Conference signage
- On screen prior to plenary and keynote presentations

“The NASHP annual conference is an invaluable opportunity to pause, learn, and improve our work.”

Richard Gottfried, Health Committee Chair,
NYS Assembly

EXCLUSIVE SPONSORSHIP ITEM DESCRIPTIONS

**GENERAL SESSION AUDIO-VISUAL**

The audio-visual production in the general session room sets the tone for the entire event and makes a big impact on the attendee experience. Your company will get prominent exposure during every event held in the general session room with your name and logo on the big screen!

**WIRELESS INTERNET**

Wi-Fi access for conference attendees is a must! The exclusive Wi-Fi sponsor will benefit from prominent exposure in pre-conference promotions, the mobile app, and all conference session rooms.

**MOBILE APP**

An essential piece of the conference experience, the conference mobile app is the primary way attendees will gain access to all conference information. Sponsor the mobile app and benefit from significant visibility each time an attendee enters the app with splash screens, banner ads, and pre-conference promotional mentions.

**RISING STAR AWARD**

The Rising Star Award recognizes the best of the best in up-and-coming health policy professionals. The sponsor of this award will be recognized from the time nominations are accepted through the conference, where the recipient will be awarded during a plenary session.

**PLATED LUNCH**

The exclusive sponsor of a plated plenary meal will get their company in front of more than 500 people as they enjoy a fantastic meal created by the hotel's executive chef. Our plenary speakers are top-notch and attract a crowd — don't miss this opportunity to make a huge impact!

**NETWORKING BREAKFAST**

Be the exclusive sponsor of the networking breakfast, which is designed to get people mingling and excited for the education ahead. Hosted on Wednesday morning, your company will benefit from pre-conference promotions, mobile app push notifications, and on-site signage.

EXCLUSIVE SPONSORSHIP ITEM DESCRIPTIONS



LANYARDS

Your company logo will be featured on the lanyards worn by all conference participants. Ensure your company's visibility each day of the conference and send a reminder of your brand home with these reusable conference lanyards.



TOTE BAGS

Give attendees a way to carry all of their conference essentials with a branded tote bag. Put your company logo in the hands of all attendees as the sponsor of the official conference tote used throughout the conference and long after the event is over.



CHARGING STATIONS

With the mobile app being the primary mode of conference information, including presentations, attendees will be looking for places to charge their devices! Help make charging stations accessible to attendees by sponsoring them during concurrent sessions on either Tuesday or Wednesday.



EVENING NETWORKING EVENT

After a full day of educational sessions, conference attendees will be ready to shake things up! Be the exclusive sponsor of the evening networking event and provide attendees with the opportunity to eat, drink, and network in a fun and lively environment. Your company will receive promotional mentions, on-site signage, and a mobile app push notification.



BLUEBERRY BREAK

NASHP's Famous Blueberry Break is a tradition like no other! The hotel's executive chef will be challenged to design a number of small bites that feature the Maine blueberry in honor of NASHP's roots. This exciting break is a conference favorite and is sure to bring positive recognition to your brand when you are the exclusive sponsor!



To secure Your Strategic Partnership and Conference Sponsorship, Contact:

Ashlee Maxfield

207-321-9918

amaxfield@nashp.org



**Benefit from
visibility and brand
recognition**



**Showcase your
company's services
and solutions**



**Stand out as
an industry
thought leader**

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