

2017 OLIVER WYMAN
HEALTH INNOVATION SUMMIT

**SPONSORSHIP AND
MARKETING PROSPECTUS**

November 6-8, 2017

The Fairmont Hotel | Dallas, TX

WHAT

An invitation-only event convening cross-industry senior health leaders with a demonstrated commitment to new models of health, healthcare and readiness to embrace change.

An opportunity to network and form new partnerships that achieve a low cost and high-quality consumer health experience.

WHY

To accelerate the creation of a new health and wellness market by fostering cross-industry collaboration, encouraging broader adoption of proven innovations and helping health industry players harness rapidly evolving new technology.

WHO

400 health industry senior executives seeking to accelerate the pace of healthcare transformation and committed to leading the path to Health Market 2.0.



TRANSFORMING THE MARKET

Pivoting to value and sustainability while accelerating the pace and scale of change

Acting as a champion for positive change in healthcare

Relentlessly pushing the pace of innovation

Focusing on improving patient/consumer value

Pioneering non-traditional ways to collaborate and creating game changing new business designs

Encouraging and motivating each other to take action now



WHAT MAKES THE SUMMIT AN UNPARALLELED EXPERIENCE?

Representation of the **full ecosystem of players in a converging market**

Carefully curated speakers and a purpose-built agenda centered around **Health Market 2.0**

Small group sessions and dedicated time for rich dialogue and **idea sharing among a hand-selected audience of senior leaders** empowered to drive change

An opportunity to **experience transformative healthcare** through immersion tours and experiential exhibits

Hands-on and rooted in practical experience; every talk and workshop is based on **real-world experience**

WHY SPONSOR?

- Become part of a **community** working together to transform the market
- Gain access to a high-powered and highly **influential audience**
- Leverage **extensive on-site and virtual marketing efforts to elevate brand** created through our Insights Lounge and Oliver Wyman Health community

This November, we anticipate even greater energy, more invigorating stories of transformation and more disruptive action inspired by the dialogue, interactions and learnings from the Summit.

“ The let’s build it here model is dead. Co-creation is absolutely the default model that we as an industry need to take on. So partner first.”

Chris Kay
SVP, Chief Innovation Officer
Humana

“ We’re looking to empower every person through the power of their own DNA.”

Justin Kao
Co-Founder and SVP
Corporate Development
Helix

“ Healthcare needs more brands. Those of us who are inside the industry overestimate what the brands are today.”

Mario Schlosser
Co-Founder and CEO
Oscar



BECOME PART OF A COMMUNITY WORKING TOGETHER TO TRANSFORM THE MARKET

The Oliver Wyman Health Innovation Center (OWHIC) was founded in 2011 to promote positive change in healthcare. Over the course of these five years, the OWHIC community has steadfastly advanced the belief that the healthcare system could be driven by innovation and designed around the needs and desires of consumers, while still creating value for companies and the public alike.

Together we have established a cross-industry community of thought-leaders to share and shape ideas.

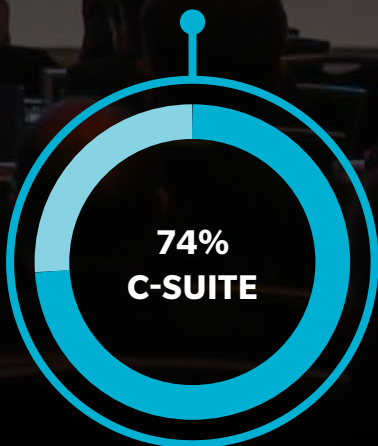
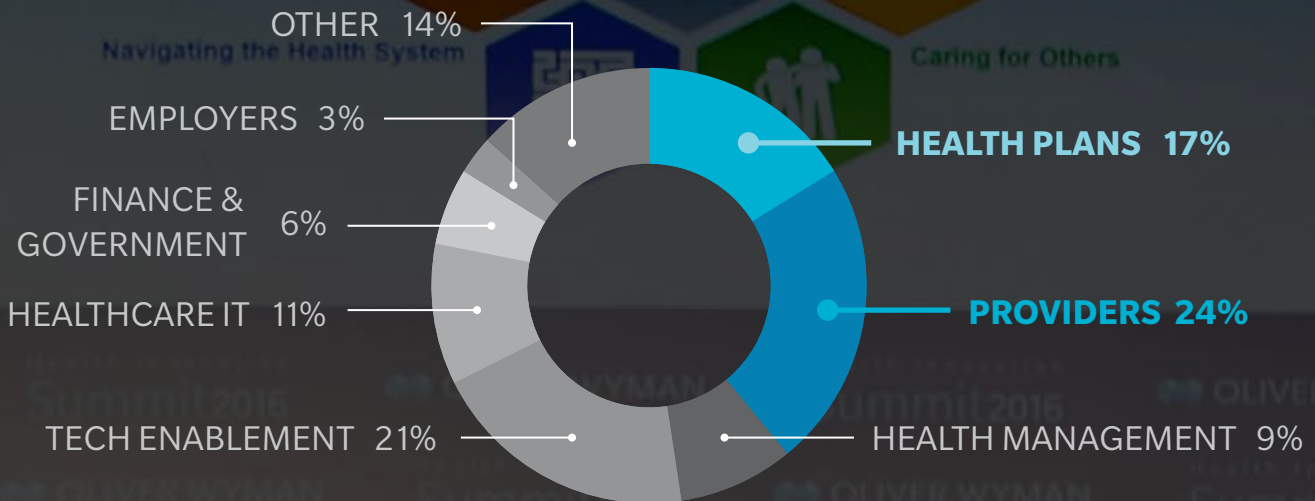
Together we are envisioning new market-based solutions of today's and tomorrow's challenges.

Together we will champion proven innovations to accelerate their development and adoption cycles.

Together we will transform healthcare.

GAIN ACCESS TO A HIGH-POWERED AND HIGHLY INFLUENTIAL AUDIENCE...

2016 HEALTH INNOVATION SUMMIT ATTENDEE PROFILE REPRESENTATION ACROSS THE FULL HEALTHCARE ECOSYSTEM



SENIOR DECISION
MAKERS



SIGNIFICANT
PARTICIPATION



STRONG MEDIA
INTEREST

NETWORK WITH INDUSTRY ELITES:
C-SUITE: **74%** PAYER AND PROVIDER: **41%**

... WITH BROAD REPRESENTATION OF LEADING PLANS AND PROVIDERS

2016 HEALTH PLANS

| | |
|-------------------------|--|
| AARP | Florida Blue |
| Aetna | GuideWell |
| Anthem | Health Care Service Corporation |
| BCBS Association | Health Partners |
| BCBS of Arkansas | Humana |
| BCBS of Massachusetts | Independence Blue Cross |
| BCBS of Michigan | Kaiser Foundation Health Plan |
| BCBS of Minnesota | Life & Specialty Ventures |
| BCBS of North Carolina | Neighborhood Health Plan |
| BCBS of Tennessee | Neighborhood Health Plan of Rhode Island |
| Blue Cross of Idaho | Oscar Health Insurance |
| Bupa | Premera Blue Cross |
| Cambia Health Solutions | Providence Health & Services |
| Centene | Spectrum Health |
| Cigna | Tandigm Health |
| Delta Dental | |

2016 PROVIDERS

| | |
|-------------------------------------|---|
| AbilTo | La Rabida Children's Hospital |
| Advocate Health Care | London Oncology Clinic |
| Alignment Healthcare | Lurie Children's Hospital |
| American Well | Memorial Hermann Healthcare System |
| Ascension | Mount Sinai Health System |
| Avera | Oak Street Health |
| Ayala Health | One Medical Group |
| Bon Secours Health System | OSF Healthcare System |
| Cancer Treatment Centers of America | Penn Medicine |
| Carolinas HealthCare System | Presence Health |
| Catholic Health Initiatives | ProMedica |
| Cleveland Clinic | RediClinic |
| Cone Health | Rite Aid |
| Dignity Health | Rush Health |
| GuideWell | Shoppers Drug Mart |
| HCA | St. Joseph Heath Southern CA |
| Honor Health | Sutter Health |
| Hospital for Special Surgery | Texas Health Resources |
| Iora Health | The Greater Buffalo United Accountable Health Network |
| IPN Medical Centers | The University of Pittsburg Medical Center |
| Johns Hopkins Medicine | Walgreens Health |
| Kindred Healthcare | |

LEVERAGE EXTENSIVE ON-SITE AND VIRTUAL MARKETING EFFORTS TO ELEVATE BRAND AND EXTEND REACH

SOCIAL MEDIA FOOTPRINT

4,614,151 Impressions

1,376 Tweets

316 Participants

25% Increase from 2015



TOP POSTS TIED TO COMMUNITY AND CONTENT

Top Tweet (earned **4,547** impressions)

OLIVER WYMAN Health Innovation Summit 2016

"We're looking to empower every person through the power of their own DNA."

Justin Kao / Co-Founder and SVP Corporate Development Helix

Heard at #OWHIC

health.oliverwyman.com

MEDIA COVERAGE BY TOP INDUSTRY PUBLICATIONS

MedCity News

Aledade CEO Dr. Farzad Mostashari, a former national health IT coordinator, speaks at the 2016 Oliver Wyman Health Innovation Summit in Chicago.



Modern Healthcare

Blog: Healthcare innovators optimistic about cost containment

2017 SPONSORSHIP SNAPSHOT

| OPPORTUNITY | SPONSORSHIP FEE | PRIVATE HOST OPPORTUNITY | SPACE AT WELCOME RECEPTION | WEBSITE PRESENCE | DIGITAL PRESENCE | ON-SITE LOGO RECOGNITION | REGISTRATION PASSES |
|--|-----------------|--------------------------|----------------------------|------------------|------------------|--------------------------|---------------------|
| 1 SOLD PLATINUM – 2 Private Dinner Sponsor | \$100K | ● | ● | ● | ● | ● | 8 |
| GOLD – 5 Private Executive Roundtable Sponsor Insights Lounge Sponsor <i>produced with GuideWell</i> | \$75K | ● | ● | ● | ● | ● | 6 |
| SILVER – 4 Meal Sponsor Mobile App Sponsor Network Lounge Sponsor Wireless Internet Sponsor | \$50K | | ● | ● | ● | ● | 3 |
| BRONZE – 10 Coffee Bar Sponsor Conference Bag Sponsor Charging Station Sponsor Flash Drive Sponsor Hotel Key Card Sponsor Snack and Nutrition Break Sponsor Social Media Sponsor Transportation Sponsor Water Bottle Sponsor Wellness 5k Wake-Up Run/Walk Sponsor | \$25K | | ● | ● | ● | ● | 2 |
| SUPPORTING PARTNER | \$10K | | | ● | ● | ● | 1 |

1 SOLD

**SOLD
SOLD**

SOLD

**SOLD
SOLD
SOLD**

**SOLD
SOLD**

PLATINUM | \$100K

1 SOLD

PRIVATE DINNER SPONSOR (2 available)

An exclusive opportunity to invite a personalized small group of high-profile Summit attendees and speakers on Day II of the Summit. Take advantage of an intimate opportunity to establish and deepen relationships through an entertaining evening of delicious food and enlightening conversation.

Key features

- Eight total complimentary registration passes
- Opportunity to host an invitation-only private dinner for up to 50 guests. Sponsors will be given the opportunity to review the conference attendee database and may identify attendees whom conference staff will invite on behalf of the sponsor
- Dinner will be held in a premier on-site location and host will cover any food and beverage costs. Conference staff will assist with all arrangements
- Designated space at the Welcome Reception to be designed by Oliver Wyman
- Corporate advertisement rotating on large-scale digital signage in high traffic locations
- Premium website presence with up to 200 words about your organization and your organization's logo. Also includes one video, three minutes in length
- Recognition as a Sponsor on the conference mobile app
- Inclusion in the Oliver Wyman Health Innovation Summit 2017 Press Release Announcement
- Invitation to participate in the Insights Lounge (as approved by conference sponsor)
- Prominent recognition as a Platinum Sponsor with your company logo on Summit sponsorship and key marketing signage

GOLD

\$75K

EXECUTIVE ROUNDTABLE SPONSOR (4 available)

An exclusive opportunity over breakfast, to convene with a select group of Summit attendees for an intimate and highly interactive discussion. Each Executive Roundtable discussion is designed around the Sponsor to catalyze a more in-depth conversation than most face-to-face events can provide, allowing your team to develop or deepen relationships with senior healthcare executives while discussing high priority challenges and emerging solutions.

Key features

- Six total complimentary registration passes
- Opportunity to host a content-specific Executive Roundtable discussion over breakfast for up to 30 guests on Day II or Day III of the Summit
- Sponsors will be given the opportunity to review the conference attendee database and may identify attendees who are proven decision makers and influencers
- Agenda is designed by the Sponsor with support from Oliver Wyman. Conference staff will assist with personalized outreach and invitations
- Designated space at the Welcome Reception to be designed by Oliver Wyman
- Corporate advertisement rotating on large-scale digital signage in high traffic locations
- Premium website presence with up to 200 words about your organization and your organization's logo
- Recognition as a Sponsor on the conference mobile app
- Inclusion in the Oliver Wyman Health Innovation Summit 2017 Press Release Announcement
- Invitation to participate in the Insights Lounge (as approved by conference sponsor)
- Prominent recognition as a Gold Sponsor with your company logo on Summit sponsorship and marketing signage

GOLD

\$75K



INSIGHTS LOUNGE SPONSOR (1 available)

The Insights Lounge is a truly unique opportunity. The exclusive Sponsor presents a series of live streamed interviews with leading CEOs and senior health executives. An experienced host and production team – powered by GuideWell – will deliver key insights and stories of innovation throughout the Summit to inspire both in-person attendees and hundreds of others viewing the live stream. Viewers will hear your leader’s key messages through extensive social media efforts (driven by Oliver Wyman as well as the many companies interviewed in the Insights Lounge), and in perpetuity through YouTube. This content is also shared throughout the year via [Oliver Wyman Health](#).

Key features

- Six total complimentary registration passes
- An extended interview in the Insights Lounge with your company CEO for an exclusive opportunity to share strategic messages and business updates broadly via live stream and YouTube
- Shaping the top 25 Summit CEOs interviewed and 1:1 connectivity with top CEOs
- Your brand will be promoted through various conference touch points, live streaming, videos, marketing materials, and on the conference mobile app
- Prominent recognition as the Insights Lounge sponsor through Step and Repeat signage (visible in all interviews) and through live production
- Designated space at the Welcome Reception to be designed by Oliver Wyman
- Premium website presence with up to 200 words about your organization and your organization’s logo
- Recognition as a Sponsor on the conference mobile app
- Inclusion in the Oliver Wyman Health Innovation Summit 2017 Press Release Announcement
- Prominent recognition as a Gold Sponsor with your company brand on Summit sponsorship and marketing signage



SILVER

\$50K

MEAL SPONSOR (1 available)

An exclusive sponsorship opportunity that will align your brand with highly attended healthy meal periods (five in total). The premier dinner and lunch events are regarded as prime opportunities for attendees to connect, network, and build relationships among the Summit community. Prominent placement of your logo on menus, signage and other promotional materials during meal times will ensure strong brand awareness throughout the event!

Key features

- Three total complimentary registration passes
- Sponsorship includes premier keynote dinner on Day I and both breakfast and lunch events on Day II and III
- Reserved seating accommodations for your team
- Designated space at the Welcome Reception to be designed by Oliver Wyman
- Corporate advertisement rotating on large-scale digital signage in high traffic locations
- Strong website presence with up to 100 words about your organization and your organization's logo
- Recognition as a Sponsor on the conference mobile app
- Inclusion in the Oliver Wyman Health Innovation Summit 2017 Press Release Announcement
- Strong recognition as a Silver Sponsor with your company logo on Summit sponsorship and marketing signage

SILVER

\$50K

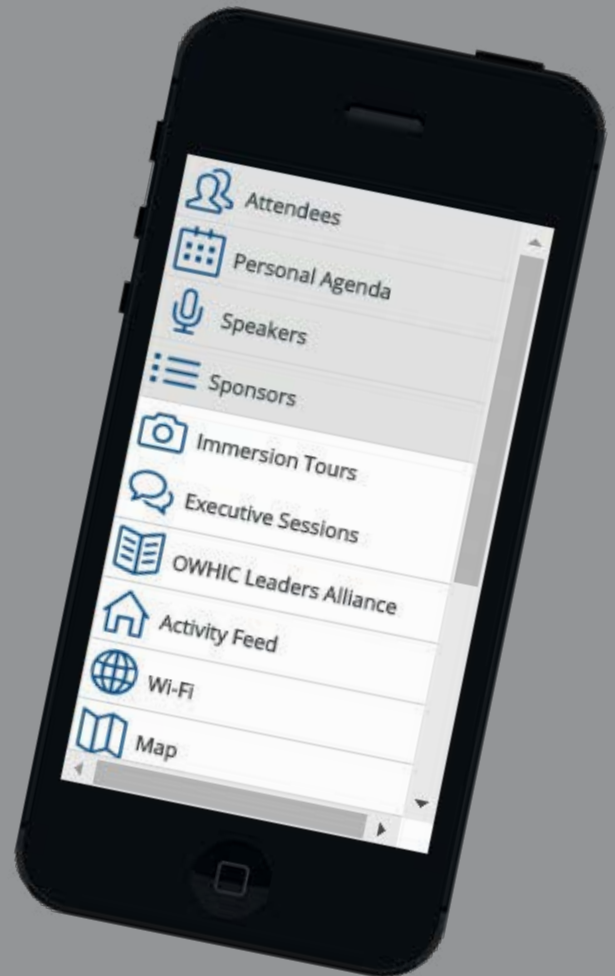
SOLD

MOBILE APP SPONSOR (1 available)

An exclusive sponsorship opportunity that provides high-exposure placement in the conference mobile app. Your company will be on visual display as Summit attendees navigate through schedules, announcements and networking opportunities.

Key features

- Three total complimentary registration passes
- Customized banner and promoted pushes to Summit attendees (as approved by conference staff)
- Prominent recognition as a Sponsor with specialized tab to post collateral (as approved by conference staff)
- Designated space at the Welcome Reception to be designed by your team
- Corporate advertisement rotating on large-scale digital signage in high traffic locations
- Strong website presence with up to 100 words about your organization and your organization's logo
- Inclusion in the Oliver Wyman Health Innovation Summit 2017 Press Release Announcement
- Strong recognition as a Silver Sponsor with your company logo on Summit sponsorship and marketing signage



Congratulations to our repeat mobile app sponsor

Softtheon

Mobile app supported by

doubledutch



SILVER

\$50K

SOLD

NETWORK LOUNGE SPONSOR (1 available)

Take advantage of this premium opportunity that puts your organization right at the epicenter of Summit activities. The Network Lounge is the perfect place to meet, converse and recharge. This highly active area will be the perfect place for attendees to sit back and relax, have impromptu meetings, network, and catch up with other Summit attendees from the Health Market 2.0 community. A comprehensive way to promote your organization through branding and distributing collateral within the networking lounge.

Key features

- Three total complimentary registration passes
- Network lounge footprint guarantees to be situated in a high-traffic area allowing the Sponsor the greatest visibility throughout the Summit
- Promotional literature allowed if co-branded with the Health Innovation Summit and approved by conference staff
- Designated space at the Welcome Reception to be designed by Oliver Wyman
- Corporate advertisement rotating on large-scale digital signage in high traffic locations
- Strong website presence with up to 100 words about your organization and your organization's logo
- Recognition as a Sponsor on the conference mobile app
- Inclusion in the Oliver Wyman Health Innovation Summit 2017 Press Release Announcement
- Strong recognition as a Silver Sponsor with your company logo on Summit sponsorship and marketing signage

SILVER

\$50K

WIRELESS INTERNET SPONSOR (1 available)

Enjoy high-profile brand recognition while giving attendees complimentary internet provided by your company. Attendees will be prompted to enter your company name and password to connect.

What better way to have your brand recognized throughout the Summit?

Key features

- Three total complimentary registration passes
- Customized splash page when connecting to Wi-Fi
- Prominent recognition on Summit registration badges and social media towers
- Designated space at the Welcome Reception to be designed by Oliver Wyman
- Corporate advertisement rotating on large-scale digital signage in high traffic locations
- Strong website presence with up to 100 words about your organization and your organization's logo
- Recognition as a Sponsor on the conference mobile app
- Inclusion in the Oliver Wyman Health Innovation Summit 2017 Press Release Announcement
- Strong recognition as a Silver Sponsor with your company logo on Summit sponsorship and marketing signage

BRONZE

\$25K

MARKETING OPPORTUNITIES

(10 available)

An exclusive opportunity to give your organization brand recognition through our premier marketing opportunities. These packages, co-branded with the Health Innovation Summit, can be customized and offer high-visibility for sponsoring companies.

- **Coffee Bar Sponsor** – Refreshment breaks provide a great opportunity for Summit attendees to network and socialize in a relaxed environment. Logo placement showcasing your organization at break stations throughout the Summit.
- **Conference Bag Sponsor** – It's a great way to make a first impression! Distributed to all attendees at registration and used throughout the Summit giving your brand repeated exposure. Sponsor may also include one piece of promotional literature.
- **Charging Station Sponsor** – Get charged! Logo placement on charging stations located throughout the Summit giving your organization added exposure.
- **Flash Drive Sponsor** – An exclusive sponsorship that keeps your brand in the hands of every attendee even after the conference ends. Branded and provided to attendees at registration.
- **Hotel Key Card Sponsor** – Introduce yourself at check-in! Custom-made keycards capture the attention of all attendees throughout the Summit. This is a turnkey sponsorship opportunity.
- **Social Media Sponsor** – Use the Summit social media screen, the prime place to reach all Summit attendees, to share a variety of your company's branded messages.
- **Snack and Nutrition Break Sponsor** – Attendees will appreciate the energy boost with a healthy supply of snacks. This can also be an opportunity to share your very own nutritional products. Logo placement showcasing your organization at break stations throughout the Summit.

SOLD

SOLD

SOLD

SOLD

Continued >



SOLD

- **Transportation Sponsor** – A splash upon arrival! The Summit’s transportation shuttles will land your logo and brand message directly in front of Summit attendees. Signage placed on buses traveling back and forth between immersion tours and departing airport shuttles.
- **Water Bottle Sponsor** – Stay hydrated with a fruit-infused, reusable water bottle! What a great opportunity to provide your company visibility throughout the Summit as attendees carry these water bottles and take home afterward. Water bottles will be given to each attendee upon registration.
- **Wellness 5k Wake-Up Run/Walk Sponsor** – Support a healthy lifestyle and be a part of a movement aimed at inspiring fitness and exercise. Your sponsorship and corporate team participation will unite runners and walkers in their journey toward health and wellness.

SOLD

Key features

- Two total complimentary registration passes
- Designated space at the Welcome Reception to be designed by Oliver Wyman
- Corporate advertisement rotating on large-scale digital signage in high traffic locations
- Strong website presence with up to 100 words about your organization and your organization’s logo
- Recognition as a Sponsor on the conference mobile app
- Inclusion in the Oliver Wyman Health Innovation Summit 2017 Press Release Announcement
- Strong recognition as a Bronze Sponsor with your company logo on Summit sponsorship and marketing signage



SUPPORTING

\$10K

SUPPORTING PARTNER

An opportunity to support Health Market 2.0 and give your organization visibility and brand recognition as a Supporting Partner of the 2017 Oliver Wyman Health Innovation Summit

Key features

- One complimentary registration pass
- Corporate advertisement rotating on large-scale digital signage in high traffic locations
- Website presence with up to 100 words about your organization and your organization's logo
- Recognition as a Sponsor on the conference mobile app
- Promoted as a Supporting Partner with your company logo on Summit sponsorship and marketing signage

PROUD 2016
SUPPORTING PARTNERS

American Well®



HEALTHSPARQ®



PHARM MD
Connecting Patients, Pharmacists and Physicians



TRIPLE TREE

JOIN A DISTINGUISHED GROUP OF SUPPORTERS

2016 Health Innovation Summit proud sponsors

| | | | |
|-----------------------------------|--|---|---|
| <p>PLATINUM</p> |  Alignment Healthcare | | |
| <p>SILVER</p> |  | |  <small>a sharecare company</small> |
| <p>BRONZE</p> |  |  |  |
| <p>SUPPORTING PARTNERS</p> |  |  |  <small>AN EMPYREAN COMPANY</small> |
| <p>SUPPORTING PARTNERS</p> |  |  <small>Connecting Patients, Pharmacists and Physicians</small> |  |
| <p>SUPPORTING PARTNERS</p> |  <small>ACCELERATING HEALTH INNOVATION</small> |  |  |
| <p>SUPPORTING PARTNERS</p> |  |  |  <small>EATING WELL MADE SIMPLE</small> |
| <p>SUPPORTING PARTNERS</p> |  |  <small>TRIPLE TREE</small> |  |

ABOUT OLIVER WYMAN

Oliver Wyman is a global leader in management consulting. With offices in 50+ cities across 26 countries, Oliver Wyman combines deep industry knowledge with specialized expertise in strategy, operations, risk management, and organization transformation. The firm's 4,000 professionals help clients optimize their business, improve their operations and risk profile, and accelerate their organizational performance to seize the most attractive opportunities. Oliver Wyman is a wholly owned subsidiary of Marsh & McLennan Companies [NYSE: MMC]. For more information, visit www.oliverwyman.com. Follow Oliver Wyman on Twitter @OliverWyman.

OLIVER WYMAN HEALTH INNOVATION CENTER (OWHIC)

The Oliver Wyman Health Innovation Center (OWHIC) is dedicated to promoting positive change in healthcare by disseminating proven innovations, envisioning market-based solutions, and bring together a cross-industry community of thought leaders.



MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES:
jill.adams@oliverwyman.com