



*NATIONAL HOSPICE AND PALLIATIVE CARE ORGANIZATION*

# **PARTNER PROGRAM**

2018 - 2019

*PARTNER WITH US.*

**ENVISION**



**ENGAGE**



**EXPLORE**



**EXPAND**



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## A MESSAGE FROM EDO BANACH - NHPCO PRESIDENT AND CEO

As President and CEO of the National Hospice and Palliative Care Organization, I am pleased to present our 2018-2019 Partner Program. We have designed a partnership program that maximizes your exposure within the hospice and palliative care industry. Our partner program options are intended to provide opportunities for collaboration, as well as value-added benefits and positive returns for your organization.



In 2017, I joined NHPCO as the new CEO. My first year was a whirlwind of learning, listening and sketching out our strategic focus. If 2017 was a year for education and listening, 2018 is a year for change and action. Change is not just on the horizon – it's already here. Accountable Care Organizations, Independence at Home, Value Based Purchasing and various other models are competing for patients and scarce Medicare dollars.

As I traveled the country last year, I heard concern about that change. But along with that concern, I heard many common themes that give me hope for our collective future – a shared set of values, a commitment to the patients and families we serve, and a communal pride that we are the absolute best at what we do. These principles – which emanate from the heart of hospice – are what will serve as the guiding principles for action in 2018 and beyond.

We thank the corporate partners who have supported NHPCO over the years and we look forward to continuing our relationship with you. For those that are new to NHPCO, we hope you will take the time to read the new Partner Program. There has never been a better time to partner with NHPCO!

**Thank you for your support.**

A handwritten signature in black ink that reads "Edo Banach". The signature is written in a cursive style with a large, stylized initial "E".

Edo Banach, JD

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## WHO WE ARE...

The National Hospice and Palliative Care Organization (NHPCO) is the largest nonprofit membership organization representing hospice and palliative care programs and professionals in the United States. The organization is committed to improving end-of-life care and expanding access to hospice and palliative care with the goal of profoundly enhancing quality of life for people coping with serious illness and dying in America and their loved ones. NHPCO also works closely with other organizations that share an interest in end-of-life and palliative care.

NHPCO is dedicated to the development of leaders through education and professional development, unique networking opportunities and industry alliances. In 2018 and 2019, NHPCO will take measurable steps to create a future that provides a seamless delivery model from diagnosis to bereavement – the ultimate goal of providing the right care at the right time. This envisioned future unifies hospice and palliative care providers.

## WHAT WE DO...

NHPCO offers memberships to hospices, palliative care programs, grief/bereavement centers, foundations, home health agencies, companion services, education and research organizations, healthcare consultants, pharmaceutical companies, medical supply companies, software vendors, staffing agencies, coalitions and other organizations representing every facet of end of life care.

**Our Mission** To lead and mobilize social change for improved care at the end of life.

**Our Vision** A world where individuals and families facing serious illness, death, and grief will experience the best that humankind can offer.

**Our Values** NHPCO believes in: Service... engaging customers; Respect... honoring others; Excellence... exceeding expectations; Collaboration...fostering partnerships; Stewardship... managing resources

## WHY PARTNER WITH US

Each year, we strive to create partnerships that align with your organizational and business goals, while keeping the focus on the needs of patients, families and care providers in the hospice and palliative care industry. Your company can help us deliver programs that educate, build awareness, and drive advocacy resulting in greater consumer awareness of hospice and palliative care.

NHPCO is proud to partner with some of the most successful and visible corporations and organizations around the world!

**We are THE Industry Leaders:** We are the nation's leading hospice and palliative care leadership organization. As the largest leadership organization working on behalf of hospice and palliative care, our work extends beyond the ranks of our membership. Our accomplishments serve a broad constituency and are recognized as a vital part of the work involving end-of-life care.

**We Advocate On Your Behalf:** The Hospice Action Network mission extends to all of the services and issue areas impacting patients at the end of life. Palliative care and end-of-life services are the cornerstone of our expansive advocacy efforts. We advocate on your behalf to ensure compassionate, high-quality care for all Americans facing a life-limiting illness by expanding an ongoing and influential presence on Capitol Hill, mobilizing a growing network of Hospice Advocates throughout the nation, empowering, through new and innovative techniques, an interactive community connecting the public with Hospice Advocacy, and cultivating relationships with the media to highlight issues impacting end-of-life care.

**We Are Compliance and Regulatory Strong:** NHPCO is in constant dialogue with regulatory bodies to ensure that hospice and palliative care interests are protected and represented. Our Regulatory and Compliance team offers members assistance in planning, reimbursement, regulations and training. The Regulatory Committee closely monitors federal activity around hospice and palliative care issues, reviews proposed regulations and provides appropriate comments, and analyzes and interprets regulations put into effect by Centers for Medicare and Medicaid Services (CMS), the Drug Enforcement Administration, the Food and Drug Administration (FDA) and other federal agencies. The Committee work aims to predict the impact of these regulations, provide the hospice community with resources for implementation, and provide the necessary education for hospice providers to achieve and maintain compliance with all relevant regulations.

**We Do Our Research:** We provide quality benchmarking and tested performance measures. Our research team collects data and provides analysis at the national level, organizing the results in various reporting formats to provide practical and important information. For example, the annual National Summary of Hospice Care includes information on hospice demographics, practices, and industry effectiveness that can be used by providers to define strategic goals, set operating targets, and monitor trends in hospice practice.

**We Enhance Your Knowledge with Education:** The best way to keep informed of all the changes occurring within hospice and palliative care is to participate in an NHPCO educational program. Our goal is to ensure that all educational participants are better informed and have a renewed sense of commitment to delivering quality end-of-life and palliative care to their patients and families.

**We Have a Growing Footprint in the Media:** NHPCO's comprehensive media strategy uses print and digital platforms to raise the awareness among the public about the many benefits of hospice and palliative care. Our podcasts alone have exceeded more than 50,000 downloads!

## **THE NHPCO PARTNER PROGRAM**

A partnership with NHPCO is your organization's commitment to the hospice and palliative care industry. Aligning with NHPCO provides an unparalleled opportunity for positive and productive exposure to the people and organizations eager to learn how you can help them achieve success on their patient experience journeys.

In an effort to accomplish our mission to lead and mobilize social change for improved care at the end-of-life, we offer the following partnership opportunities for dynamic corporations, companies and organizations.

### **INDUSTRY PARTNER**

NHPCO values the industry partners that help keep hospice and palliative care in the forefront of the healthcare industry. An Industry Level Partner is frequently a company or organization that shares our commitment to advancing the hospice and palliative care industry, today and in the future.

As an Industry Level Partner, you will expose your organization to thousands of decision makers and influencers in the hospice and palliative care industry. Additionally, your investment in NHPCO on this level provides you access to mutually beneficial priorities and collaborations that span regulatory advocacy, knowledge-sharing, cross-promotional cooperation, best practices-sharing, and more.

## STRATEGIC PARTNER

NHPCO engages with companies and corporations in a variety of ways that not only contribute to our strategic mission and vision, but also provide sales, marketing and/or promotional value to our partners. A Strategic Level Partner is frequently another company or corporation in the health, hospice and palliative care industry, seeking a dynamic and flexible relationship and impactful results.

As a Strategic Level Partner, you and NHPCO will work together to form a shared vision and synergistic partnership that elevates you within the hospice and palliative care arena. NHPCO will work positively with our strategic partners from the early stages of the partnership and beyond, to clearly define mutual beneficial goals and strategies, while simultaneously creating a return on your investment and a value for your business and brand.

## ORGANIZATIONAL ALLIANCES

We believe that everyone should have access to quality care near the end of life. As such, we recognize and value the need that exists for us to work collaboratively with a variety of membership organizations that can help us leverage the patients and families we serve and the providers we represent.

We strive to form alliances with organizations that share our mission to lead and mobilize social change for improved care at the end-of-life and our vision to live in a world where individuals and families facing serious illness, death, and grief will experience the best that humankind can offer.

### Highlights:

- Broader community engagement at the national and state level
- Mutual respect to raise awareness and educate on the benefits of hospice and palliative care
- Alignment with NHPCO Advocacy and Public Policy efforts through the Hospice Action Network
- Development of stronger communities through tailored content
- Exchange of educational and/or relevant resources that will engage our audiences on hospice and palliative care
- Quality and effective communication strategies
- Engagement and recognition during national events

## Available Partner Program Benefits

Events and Exhibit Sponsorship

Educational Grant Support Opportunities

Alignment with NHPCO Advocacy and Public Policy Efforts through the Hospice Action Network

National Hospice Foundation Support

Print and Digital Advertising

Webinar and Podcast Support

Associate Membership in NHPCO

Special recognition in NHPCO's digital and print publications and communications

Extensive media reach

NHPCO is dedicated to developing a robust network of change and welcomes the opportunity to hear about your organization and how we can work together. Please reach out to Teri Shaw, Director of Business Strategies, to provide additional information about your organization and how you would like to partner with us.

## CONFERENCE SUPPORTER

Companies can engage with NHPCO on many levels, including sponsorships that recognize the company as a conference supporter. Each NHPCO conference supporter receives an exclusive and customizable package that is accomplished through the alignment of each partner's goals and objectives, allowing for maximum exposure and brand recognition across the organization. Conference supporters of NHPCO are recognized on the following levels:

PREMIER	\$45,000
PLATINUM	\$30,000
GOLD	\$20,000
SILVER	\$10,000
BRONZE	\$7,500
COPPER	\$5,000
PEWTER	\$3,000

	up to \$45,000+	up to \$30,000	up to \$20,000	up to \$10,000	\$7,500	\$5,000	\$3,000
Recognition in NHPCO's <i>NewsLine</i>	X	X	X	X	X	X	X
Recognition in NHPCO's <i>NewsBriefs</i>	X	X	X	X	X	X	X
Recognition on Conference Website	X	X	X	X	X	X	X
Recognition in Digital Program and Mobile App	X	X	X	X	X	X	X
Recognition in Conference Pocket Guide	X	X	X	X	X	X	X
Recognition on Conference Plenary Slideshow	X	X	X	X	X	X	X
Supporter Ribbons for your staff	X	X	X	X	X	X	X
Recognition at booth and/or supported event	X	X	X	X	X	X	
Pre/Post Conference Attendee Mailing List	X	X	X	X	X		
Additional Conference Registrations	X	X	X	X			
Advertisement in Conference Mobile App	X	X	X				

## NHPCO ANNUAL EVENTS AND EXHIBITS

NHPCO's Management Leadership and Advocacy Conference and the Interdisciplinary Conference help you put your company's name at the forefront of the industry. Our on-site sponsorship opportunities create interest in your company before and during the conference, placing you in the spotlight, increasing traffic to your booth, and enhancing the awareness of your brand.

### **Hospice and Palliative Care Leadership and Advocacy Conference (LAC)**

The Hospice and Palliative Care Leadership and Advocacy Conference attracts more than 1,300 highly qualified, highly motivated prospects with interest and buying authority. LAC attendees represent the leading hospice and palliative care programs in the nation.

Executive leadership and management at all levels of hospice and palliative care comprise the audience for this conference, including presidents and CEOs, administrators, directors, clinical managers, finance and development managers/coordinators, quality and performance improvement professionals, regulatory and compliance officers, marketing and public relations managers, educators, researchers and other leaders working to promote the successful advancement of hospice and palliative care. An exhibit by your company will help increase brand awareness, create leads and interest and secure sales with hospice executives, administrators and managers.

### **The Interdisciplinary Conference (IDC)**

The Interdisciplinary Conference (IDC) is a unique opportunity for your company to showcase your products and services before a diverse array of hospice and palliative care professionals from all backgrounds. Attendees of this event come to experience a unique blend of keynotes, concurrent sessions, preconference learning and networking opportunities all grounded in the philosophy of the interdisciplinary organization. As an exhibitor and/or sponsor, you have the chance to influence a focused and innovative audience.

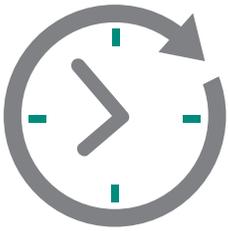
### **NHPCO's Virtual Conference**

NHPCO's Virtual Conference is an unprecedented learning opportunity that focuses on specific topics geared to interdisciplinary team professionals and designed to enhance their care of patients and families – all “live” via the Internet.

The 2018 Virtual Conference, *Turning Points: Mastering Transitions in Care* gathered physicians, nurses, social workers, counselors, spiritual care professionals, advanced practice professionals and additional healthcare professionals seeking to increase their knowledge, improve their competence and enhance their professional practice in providing the highest quality of care to hospice and palliative care patients and families.

For more information on the 2019 Virtual Conference, contact [education@nhpco.org](mailto:education@nhpco.org). Sponsorship opportunities and virtual booth space for the 2019 Virtual Conference will be launched soon. For additional information, contact Teri Shaw 703-837-3140.

# WHY EXHIBIT?



UP TO **6.5**  
HOURS OF FOCUSED  
EXHIBIT TIME

## Dedicated Exhibit Time

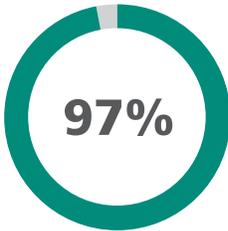
Dedicated exhibiting time that does not conflict with other events or educational sessions, allowing uninterrupted networking time.

## Networking Opportunities

Lunches, snack breaks, coffee breaks and new networking tools and resources available to attendees and exhibitors allow for maximum exposure and visibility to prospective clients.

## Visibility and Recognition

Be recognized as an industry leader committed to the hospice and palliative care industry by showcasing your products and services and meet face to face with influential decision makers and current clients.



...OF ATTENDEES  
VISIT THE NHPCO  
EXHIBIT HALL



...OF ATTENDEES FOLLOW  
UP WITH AN EXHIBITOR  
ON A PRODUCT/SERVICE

# WHAT OUR ATTENDEES SAY...

*"Appreciate the opportunity to interact with others providing services to our industry."*

*"This was a great networking experience."*

*"This was fabulous! Loved everything about it, the food, the drinks, the vendors, the people, the networking..."*

*"Exhibitors were all very friendly and offered great information which was beneficial and pertinent to the care I provide."*

*"It was great to see other companies and learn possible ways to increase efficiency of our work."*

# ANNUAL EVENT SPONSORSHIPS AND BRANDING OPPORTUNITIES

NHPCO offers a variety of annual sponsorship and support opportunities that are designed to accomplish your marketing goals, enhance your brand, and reach key decision makers and influential organizations within the healthcare, hospice and palliative care arena.

## Possible Opportunities:

- Official Opening Reception
- Breakfast Bite and Coffee/Snack Breaks
- Welcome Reception Entertainment
- Networking Lunch
- Conference Transportation/Shuttle
- WiFi
- Tote Bags
- Hotel Room Key Cards
- Bottled Water
- Lanyards
- NHPCO Marketplace Shipper Supplier
- Charging Stations
- Conference Pocket Guide
- Escalator and Escalator Graphics
- Registration Badges
- Aisle Signage

## CUSTOMIZE YOUR SPONSORSHIP

Customize your sponsorship experience by purchasing à la carte enhancements. These are designed to promote brand awareness and engage attendees. À la carte enhancements are only available as add-ons to sponsorship packages. Availability is on a first-come, first-served basis. We welcome your ideas and creativity! Contact Teri Shaw, [tshaw@nhpco.org](mailto:tshaw@nhpco.org) or (703) 837-3140 for more information.

## ADDITIONAL OPPORTUNITIES

### THE HOSPICE ADVOCACY INTENSIVE

The Hospice Action Network is dedicated to preserving and expanding access to hospice care in America. We connect advocates with one another and provide them with the tools they need to fight for the hospice cause at home, in Washington, and online.

The Advocacy Intensive allows hospice and palliative care leaders and supporters to learn first-hand about the political and policy issues affecting their organizations and the people they serve. Armed with that information, attendees head to Capitol Hill to advocate in support of NHPCO's legislative agenda. The day ends with a Congressional Reception featuring some of hospice and palliative care's most ardent Congressional champions.

## Advocacy Highlights

Nobody can tell the story of what hospice does every day better than those who provide the care. To accomplish this, each year, NHPCO seeks 5 (five) select partners to assist in providing scholarships to sponsor the travel and lodging expenses for attendees from critically important Congressional districts, including, but not limited to, districts with representation on the House Ways and Means and the Senate Finance Committees. Your investment and support of this intensive is a fundamental key to championing the long-term future of the Medicare Hospice Benefit and working for the advancement of the entire hospice community. Our high-value target list of 'must-see' Congressional offices usually includes 60-100 names, many of whom serve rural districts. The programs that serve these areas often do not have the means to send staff to the event without support.

## Sponsorship Opportunities

Sponsorships for the Advocacy Intensive begin at the minimum singular investment of \$10,000 and a singular sponsorship goal of \$50,000.

### Sponsorship Benefits (as appropriate):

- Attendance for up to 4 representatives from sponsor program, and access to entire conference
- Attendance for 1 representative from sponsor program to invite-only executive session held on first day of event
- Information booth in the registration area for the HAN Advocacy Intensive at the Washington Court
- Opportunity for brief welcome remarks (3-5 minutes) at the beginning of the event
- Co-branding on signage for concurrent sessions and the evening reception/break
- Opportunity to network with attendees at the evening reception/break
- Recognition in the printed event program
- Media content from sponsored attendees who have received stipends (group pictures, etc)
- Article about the partnership in NHPCO publications including NewsBriefs and NewsLine, where appropriate

*"Whether you enjoy public speaking or not, once one starts talking to Members of Congress about why hospice and palliative care are so important, the words tend to flow easily. I absolutely love this event and the fact that HAN specifically asks for those who work at the bedside. I look forward to it year after year. Because I have attended the Advocacy Intensive every year since its start, I know that it does make a difference. I promise you it is the best time you will have. You will feel so empowered and ready to go back to your home state to empower others to be advocates as well!"*

AMANDA DUNNEM, VOLUNTEER  
COORDINATOR/HOSPICE AIDE

## **THE NATIONAL HOSPICE FOUNDATION'S ANNUAL GALA**

Sponsorship or auction donation at the National Hospice Foundation's (NHF) Annual Gala, held during the MLC Conference each year, offers an outstanding opportunity to spotlight your company or organization as a partner sharing our vision. Together we can work towards a world where individuals and families facing serious illness, death, and grief will experience the best that humankind can offer.

This signature event attracts hospice and palliative care leaders from across the nation and around the world, leaders of the healthcare industries, such as providers, pharmaceutical, financial, consulting and healthcare companies, individual professionals, caregivers and volunteers. Your generous support will offer you tremendous exposure and access to network with these leaders. There is an opportunity available at every level of support. Packages may be customized to meet your organizational goals and objectives.

### **Gala Sponsorship Benefits**

All sponsor packages include access to the VIP Leadership Reception one hour prior to the Gala, access to the event and a wide array of recognition opportunities.

Sponsor levels for this event are available from \$1,500 - \$50,000. Higher level sponsors will receive extensive recognition prior to, and during the event for maximum exposure, including premium logo placement on pre-event materials and promotion, inclusion in event promotions and media surrounding the Gala and verbal recognition from the stage.

For more information regarding Gala Sponsorship Opportunities, contact Joy Nguyen [jnguyen@nhpco.org](mailto:jnguyen@nhpco.org).

*"At Kinnsler, we believe that hospice care professionals and volunteers are true heroes. We are thrilled to support the hospice community and the National Hospice Foundation through our sponsorship of the National Hospice Foundation Gala. As part of our shared experience of humanity, each of us will face illness, death, and grief. Hospice caregivers assist us and our loved ones through the final act of living and are eminently worthy of society's honor, remembrance, and investment."*

JENN JARRETT, KINNSER  
SOFTWARE, INC.

## WE HONOR VETERANS SPONSORSHIP PROGRAM

NHPCO's We Honor Veterans Program, developed in collaboration with the Department of Veterans Affairs (VA), invites community hospices, state hospice organizations, Hospice-Veteran Partnerships and VA facilities to join a pioneering program focused on respectful inquiry, compassionate listening and grateful acknowledgement. By recognizing the unique needs of America's Veterans and their families, community providers, in partnership with VA staff, learn how to accompany and guide them through their life stories toward a more peaceful ending. As of today, more than 3,500 hospices have made a commitment to implementing and maintaining Veteran-centric programs.

To build upon the success of We Honor Veterans Program, NHPCO seeks strategic corporate collaborators to become WHV Sponsors. These unique investment opportunities remain designated for organizations who understand the importance of serving Veterans based on their preferences for care and services. Sponsorship will be for a period of 12 months with options for multi-year and renewal. Sponsor levels include:

PLATINUM	\$100,000+
GOLD	\$50,000
SILVER	\$25,000
BRONZE	\$10,000
PARTNER	\$1,000*

*\*Available to multi-site WHV Partners only*

To discuss sponsor opportunities, please contact [veterans@nhpco.org](mailto:veterans@nhpco.org).

## EDUCATIONAL GRANT SUPPORT

NHPCO provides distance, in-person and self-directed educational programs and resources on a range of clinical and leadership topics to meet the needs of hospice and palliative care leaders and practitioners. Our goal is to increase the knowledge, competence and practice of professionals and volunteers delivering quality care. The training we provide to counselors, physicians, nurses, social workers, spiritual care professionals, volunteer managers and other clinicians as well as industry managers and executives has a direct impact on the comfort and care that patients and their families receive at the bedside.

NHPCO is accredited to provide continuing education and continuing medical education credit to Counselors, Nurses, Physicians, and Social Workers by the National Board for Certified Counselors (NBCC); the American Nurses Credentialing Center (ANCC); The Accreditation Council for Continuing Medical Education (ACCME); and the National Association of Social Workers (NASW).

Organizations with similar educational goals may financially support NHPCO's efforts by providing educational grants for our programs and activities including conferences, Webinars and online courses. While NHPCO is responsible for all decisions regarding the educational content and faculty, NHPCO provides recognition of education grant supporters to all participants.

Conference grants may support specific plenary speakers, sessions, educational tracks, preconference seminars, meal functions or educational tools, i.e., conference mobile app. In addition, organizations may provide NHPCO with an unrestricted educational grant in support of a conference.

### **Definitions:**

- Preconference Seminars (offered before the main conference) provide educational content that provides an in-depth examination of a topic. These expert-led seminars are designed to be interactive, immersive learning workshops.
- Educational Tracks provide a series of concurrent sessions throughout a conference related to a specific content area such as Community-based Palliative Care, Clinical Care, Engagement, Interdisciplinary Team Leadership, Quality and Regulatory, Staff Development and Supportive Care.

For more information regarding NHPCO's Educational Grant Program, contact [education@nhpco.org](mailto:education@nhpco.org).

## **CONTENT LICENSING AND CO-BRANDING OPPORTUNITIES**

NHPCO provides licensing agreements and permissions for organizations interested in mass production and branding on some of NHPCO's most popular copyrighted publications like state-specific advance directives.

NHPCO has done the heavy-lifting and produced informative content. Resources are ready-made and only need one thing – your branding!

## Highlights

- Advance directives are state-specific and legally reviewed every year.
- Choose publications from a wide variety of topics including advance care planning, caregiving, and end-of-life care.
- Customized graphic design for maximum brand recognition.

For more information, contact (800) 658-8898 or visit [caringinfo@nhpco.org](mailto:caringinfo@nhpco.org) to learn more.

## NHPCO MEMBER ADVANTAGE PROGRAM

NHPCO and our Member Advantage Program Partners share a commitment to improve and expand access and awareness of hospice and palliative care. NHPCO creates member discounts and affinity program partnerships with reputable businesses that offer valuable products, programs and services to our members while offering quality, competitive and/or exclusive member prices. These programs can be used not only for business savings, but make an attractive employee retention program where individual employees in your program can benefit from your NHPCO purchasing power.

As an NHPCO Member Advantage Program Partner, you not only support NHPCO, you also tap into a targeted industry audience with the potential of using your resources and services that can enhance our members' overall business, increase their bottom line and expand your visibility!

NHPCO will work with each Partner to create a unique, customized marketing plan that highlights your company's product, program or service in a variety of ways. Member Advantage Program Partner marketing plans may include, but will not be limited to the following:

- Advertising opportunities within NHPCO's digital quarterly publication, NewsLine
- Promotional opportunities within NHPCO's membership monthly and weekly email newsletters
- Website advertising, including rotating banner ads
- Advertising discounts within the NHPCO Buyers Guide
- Exhibit, sponsorship and advertising opportunities during NHPCO's live and virtual conferences
- Mailing List rental discounts

Interested in becoming part of the NHPCO Member Advantage Program? Contact Teri Shaw at (703) 837-3140 for more information.

## **CONTACT US!**

We would love to hear your suggestions about how we can collaborate and partner with your organization. For more information or questions, please contact:

Teri Shaw

Director, Business Strategy

(703) 837-3140

[tshaw@nhpco.org](mailto:tshaw@nhpco.org)





National Hospice and Palliative Care  
Organization



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