

# EXCELLENCE *for* EVERYONE

## The Path Forward for Patient Care

2021 Leapfrog Annual Meeting  
and Awards Dinner

December 7, 2021  
Virtual

20 YEARS  
THE LEAPFROG GROUP

## SPONSORSHIP OPPORTUNITIES

### Now Welcoming Sponsors!

Our 2021 Annual Meeting will virtually gather Leapfrog's constituency of employers and other purchasers, health plans, policymakers, consumer advocates, researchers and clinicians, and senior hospital and health system leaders. The meeting this year will focus on health inequities and how we can collectively forge the path forward to achieve excellence for everyone. We'll host an exclusive discussion with thought leaders and those on the ground driving change. During the Annual Meeting, we'll honor the achievements of the 2021 Leapfrog Top Hospitals and Top Ambulatory Surgery Centers, as well as other special awardees.

By sponsoring this event, you will reach leading proponents of health care transparency and payment reform. Your support of Leapfrog and its leaders, supporters, and top performing providers will drive our shared mission of giant leaps forward in the safety and quality of American health care. Read on to learn about sponsorship levels and unique benefits.

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Contact Katie Eidson, Senior Marketing Associate  
at [keidson@leapfrog-group.org](mailto:keidson@leapfrog-group.org) with questions.

## Why Sponsor?

The Leapfrog Group gathers its key stakeholders and constituents for a meeting in December each year to discuss current topics, issues, and trends in purchasing, benefits, and health care safety, quality and value. The Leapfrog Group and our renowned speakers will provide the very best information and insight.

For information on the 2020 Annual Meeting and other past events, please visit our website.

*"Leapfrog's Annual Meeting is one of the most talked about meetings in Washington. Sponsoring has truly made a difference for our business. This meeting is known for it's candor and influence which has a major impact on the direction of the health care industry."*

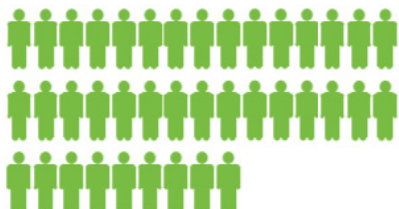
*"This is an elite group of people. There are top leaders in attendance that truly care about quality and safety. Sponsoring this event has gotten our foot in the door with some of the top hospitals in the country."*

*"You will meet a small percentage of the country's leading health care individuals and you will come away with countless great relationships. We plan to continue to sponsor this meeting and cannot wait to be back."*

## Who Attends?

An elite audience of more than 350 senior leaders in patient safety and quality, health care, health insurance payers and purchasers, businesses and advocates. Breakdown of attendees from past Annual Meetings:

Purchaser/Payer Leaders - 39%



Hospital/ASC Senior Executives - 23%



Policymakers, Consumer Advocates and Media - 19%



Hospital/ASC Quality Leaders - 11%



Other Industry Partners - 8%



Sponsorship Opportunities	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Leapfrog Champion \$5,000	Leapfrog Contributor \$3,000
Complementary Registration	10	5	4	3	1	1
Virtual Exhibitor	✓	✓	✓	✓	✓	
<b>Logo Promotion:</b> - Continuously shown on frame throughout the events - Sponsor recognition in pre-conference promotions - Thank you emails to event attendees sent by Leapfrog - Share materials with attendees - Listed as sponsor on website - Highlighted in Leapfrog's newsletter	Prominently displayed at the top, large size	Large size	Medium size	Medium size	Small size	Small size
Sponsor Swag Boxes	✓	✓	✓	✓	✓	✓
VIP Access to Spring 2022 Gala Sponsorship	✓	✓	✓	✓	✓	✓
Event Attribution Sponsor	Exclusive Sponsor for One Event (contact us for details)	Choice of Annual Meeting or Ceremony	Subset of Annual Meeting (ie. panel sessions, keynote, etc.)	Annual Meeting Break Sponsor		
Video Played/ Greetings Offered	During Meeting and in Newsletter	During Meeting	During Meeting	In Newsletter		
Include Section in Leapfrog Newsletter	✓	✓	✓			
Attendee Contact Information	✓	✓	✓			
Company Highlight on Leapfrog Social Media	✓	✓	✓			
Introduce Meeting Speaker	Keynote	Session				
Sponsored Raffle	✓	✓				
Exclusive Interview with Leah Binder, President & CEO, The Leapfrog Group	✓					

## Words from Our CEO

Dear Prospective Sponsors,

Though the past year has been difficult, throughout it all you have remained by our side. You understand how important it is that patients get safe, high-quality care and have continued to support us in our goals to make this possible. Our 2021 Annual Meeting gives us an opportunity to discuss our next leap forward: ensuring that everyone, regardless of race, ethnicity, age, sexual identity or gender orientation is treated equally as a patient. Through the pandemic and racial unrest, we have learned that no one can be left behind. This meeting will gather leaders from an unusual variety of corners in healthcare, from employers who purchase benefits, to health plans, to hospitals, to health experts. We are proud of the impact we have had thanks in large part to the support of these groups. Our Annual Meeting and Awards Ceremony will give us an opportunity to share what excellence means to us. Through these difficult times, it is more important than ever to celebrate these achievements.

Thank you for your support,



## About The Leapfrog Group

The Leapfrog Group is the national nonprofit watchdog organization that serves as a voice for health care purchasers, using their influence to foster positive change in U.S. health care. Leapfrog is the

nation's premier advocate of health care transparency—analyzing and reporting critical health care quality and safety information. Visit [LeapfrogGroup.org](http://LeapfrogGroup.org) to learn more.



The flagship Leapfrog Hospital Survey collects and transparently reports hospital performance, empowering purchasers to find the highest-value care and giving consumers the lifesaving information they need to make informed

decisions. Over 2,200 hospitals report data to the Leapfrog Hospital Survey every year.

Twice a year, the Leapfrog Hospital Safety Grade assigns letter grades to hospitals based on their record of patient safety, helping consumers protect themselves and their families from errors, injuries, accidents, and infections.

The Leapfrog Ambulatory Surgery Center (ASC) Survey, now in its third year, assesses the safety, quality, and efficiency of ASCs based on measures that are of specific interest to purchasers and consumers.



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