



**RIGHT NOW:  
THE URGENCY OF  
PATIENT SAFETY**

Leapfrog 2022 Annual Meeting  
& Awards Dinner  
December 6, 2022  
Grand Hyatt | Washington, D.C.

**THE LEAPFROG GROUP**  
Giant Leaps for Patient Safety

## SPONSORSHIP OPPORTUNITIES

### Now Welcoming Sponsors!

Our 2022 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 celebrate 10 year's of the Leapfrog Hospital Safety Grade. We'll host an exclusive discussion with thought leaders and those on the ground driving change. After the close of the Annual Meeting, we'll honor the achievements of the 2022 Leapfrog Top Hospitals and Top Ambulatory Surgery Centers during our Awards Dinner.

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 in patient safety.

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Contact Karen Jupiter, Vice President of Development  
at [kjupiter@leapfrog-group.org](mailto:kjupiter@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.

See what past sponsors have had to say:

*"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."*

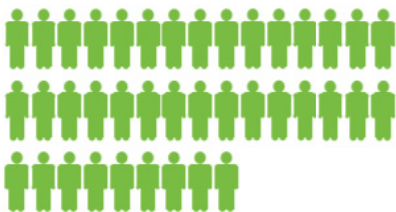
*"This is an elite group of people. There are top leaders in attendance that truly care about quality and safety. Sponsoring this event has gotten our foot in the door with some of the top hospitals in the country."*

*"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/Payor Leaders - 39%



Policymakers, Consumer Advocates and Media - 19%



Hospital/ASC Senior Executives - 23%



Hospital/ASC Quality Leaders - 11%



Other Industry Partners - 8%



Sponsorship Opportunities	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Champion \$5,000
Complementary Registration for Annual Meeting & Awards Dinner	10	5	4	3	1
Exhibit Space	✓	✓	✓	✓	✓
<b>Logo Promotion:</b> <ul style="list-style-type: none"> <li>• Logo on event signage</li> <li>• Email promotions</li> <li>• Listed as sponsor on website</li> <li>• Highlighted in Leapfrog's newsletter</li> </ul>	Large Size	Large size	Medium size	Medium size	Small size
Ad Placement in Program	Full Page (7.5in x 10.3in)	Full Page (7.5in x 10.3in)	1/2 Page (7.5in x 5in)	1/2 Page (7.5in x 5in)	1/4 Page (3.6in x 5in)
Item Inclusion in Gift Bag	✓	✓	✓	✓	
Event Naming Rights	Annual Meeting & Awards Dinner Lead Sponsor	Choice of panel session	Choice of Cocktail Reception or Dessert Reception	Annual Meeting Registration or Break Sponsor	
Inclusion in Hotel Welcome Pack	✓	✓	✓	✓	
Attendee Contact Information	✓	✓	✓		
Company Highlight on Leapfrog Social Media	✓	✓	✓		
Step and Repeat Logo Promotion	✓	✓			
<b>Additional Promotional Opportunities. Choose One:</b> <ul style="list-style-type: none"> <li>• Lanyards</li> <li>• Wifi</li> <li>• Gift Bags</li> </ul>	✓	✓			
Introduce Keynote Speaker	✓				
Sponsored Raffle	✓				
Branded Material on Attendee Chairs	✓				



## Words from Our CEO

Dear Prospective Sponsors,

The 2022 Leapfrog Annual Meeting titled “Right NOW: The Urgency of Patient Safety,” will focus on the crucial need to address and improve patient safety in America’s health care system TODAY. Hundreds of people are dying every day due to preventable medical errors in hospitals. This is not acceptable and must change right now. We all have a role to play in improving patient safety. Our meeting will bring together stakeholders from all sides of health care – employers, policymakers, hospital and ASC leaders, patient advocates, and other industry partners – to discuss how we can all take immediate action to prioritize patient safety in American health care. We hope you’ll join us as a sponsor of this meeting and show your commitment to patient safety.

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.

Thank You to Our Many Supporters!

