The 2020 DHIT Summit will convene internationally recognized thought leaders and key stakeholders from the healthcare ecosystem to dig deep into how digital health technologies can be used to transform health. The third installment of this exciting annual event is uniquely designed to include pre- and post-event ecosystem collaboration, with the goal of creating new models of care that will bring the future of health into real-world settings to produce measurable impact.

Join us to
LEARN, COLLABORATE, and IMPACT healthcare!

- **LISTEN, LEARN, ACT** - inspiring keynote presentations and insightful panel discussions by international experts will guide conversations around real-world needs, meaningful outcomes, and the digital transformation needed to get us there.

- **HANDS-ON EXPERIMENTATION** - breakout sessions facilitated by design thinking experts will connect participants focused on particular impact areas that will help drive healthier communities.

- **SOLUTION SHOWCASE** - highlighting innovative platforms and tools to transform the delivery of health and care.

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**Sponsorship Packages**

**VIP Supper Club**
Tuesday, Nov 10th
6-9pm

**2020 Main Program**
Wednesday, Nov 11th
8am-5pm

**DHIT Happy Hour**
Wednesday, Nov 11th
5-8pm

**Digital Health Showcase + Matchmaking Event**
Thursday, Nov 12th | 8am-12pm
JOIN OUR DIGITAL HEALTH ECOSYSTEM

The Summit will bring together a diverse mix of stakeholders from across the digital health ecosystem, from providers, researchers, and policymakers, to entrepreneurs, technologists, and investors. The emphasis will be on demand-side participants, those actively looking for new knowledge, relationships and innovations.

- **PAYORS + PROVIDERS** - increase awareness and knowledge of emerging technologies and learn how to improve care quality and health outcomes while reducing healthcare costs

- **HEALTH TECH RESEARCHERS + ENTREPRENEURS** - understand what the market needs by networking with an ecosystem of demand-side experts and increase your access to funding and pilot opportunities

- **HEALTH TECH INVESTORS** - explore areas of need and increase your digital health investment pipeline

- **GOVERNMENT AGENCIES** - understand opportunities for regional and state economic development in the digital health field and leverage innovation to improve population health, particularly for rural communities

- **CONSUMER PRODUCTS + SERVICES INDUSTRY** - showcase your innovation and consumer expertise, and increase business development and partnership opportunities for digital health innovation

"The Summit exceeded my expectations. It was well organized, very thoughtful, insightful and I think it left a lasting impact on all the attendees. It is not lost on any of us how much work needed to be done to pull this off in such a short time frame. From the outside it looked like it was flawlessly executed."

- 2019 Summit Participant

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**DHIT AUDIENCE PROFILE**

<table>
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</tr>
<tr>
<td>PAYORS + PROVIDERS</td>
<td>18%</td>
</tr>
<tr>
<td>LIFE SCIENCES</td>
<td>14%</td>
</tr>
<tr>
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<td>8%</td>
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<tr>
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<td>17%</td>
</tr>
<tr>
<td>HEALTH TECH</td>
<td>22%</td>
</tr>
<tr>
<td>INVESTORS</td>
<td>4%</td>
</tr>
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</table>
5 REASONS
WHY YOU SHOULD SPONSOR THE DHIT SUMMIT

1. Attracting a diverse international audience, the DHIT Summit is a unique opportunity to have your organization positioned as a thought leader and change agent at one of the most influential digital health transformation events of the year.

2. Drive the conversation and be part of actual transformation — the DHIT Summit includes crafted matchmaking opportunities, as well as pre- and post-Summit activities aimed at fostering real-world collaborations.

3. Receive continuous and amplified value with promotion throughout the year — in the run-up to the Summit, DHIT will be promoting your brand through regional networking events, podcasts, blog posts, and the bi-weekly DHIT Digest.

4. Increase your organization’s readiness to transform with a best-in-class corporate development course from DHIT setting the stage for next-gen change agents in your organization.

5. Establish your organization as mission-driven. DHIT welcomes the opportunity to partner with like-minded organizations that share our vision — A World Without Health Inequity. Demonstrate your corporate social responsibility ethos by supporting under-resourced communities.

PAST SUMMIT SPONSORS

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Feedback from previous summits

- "Just wanted to say congrats on an excellent event yesterday. You guys knocked it out of the park! I was so impressed by the quality and professionalism of the entire event."

- "The Summit was great. Great structure, cool venue, excellent panelists, engaging design workshop. Y'all killed it!"

- "Thanks for inviting me to your amazing DHIT summit! I didn't know what to expect and am so glad I was able to experience it in person. Congrats on assembling such a diverse and insightful group, willing to look at problems together and accept the challenge of co-creating solutions. You're breaking down the invisible barriers (mostly mindsets), illuminating paths forward, and activating the change agent in all of us. I am learning from you every time we intersect. Thank you for bringing me into your community and practice. I am early in my Jedi journey and look forward to the road ahead."

- "Just wanted to send a quick note about how much I enjoyed the DHIT Summit. It was great seeing all of the energy and enthusiasm to drive change! I made a handful of new connections myself already, and am looking forward to seeing more opportunities to help drive impact."

- "The Summit was great. Great structure, cool venue, excellent panelists, engaging design workshop. Y'all killed it!"

2019 DHIT Summit Participant Survey Results

How many high-value connections did you make?

- 1-5: 46.9%
- 6-10: 37.5%
- 11+: 15.6%

Would you recommend the Summit to others and are you interested in attending next year?

- Yes: 100%
- No: 3.1%

How would you rate your experience?

- Brilliant: 43.8%
- Good: 53.1%
- Average: 4.7%
- Poor: 0.4%
AGENDA

WEDNESDAY, NOVEMBER 11TH
BAY 7, AMERICAN TOBACCO CAMPUS, DURHAM

8:00 Connect
Arrival, breakfast + registration

9:00 Inspire
Keynote #1

10:00 Stimulate
Panel Discussion #1: Education

10:45 Network
Break

11:00 Stimulate
Panel Discussion #2: Research

11:45 Inspire
Panel Discussion #3: Quality Improvement

12:30 Network
Lunch

1:30 Inspire
Keynote #2

2:00 Network
Design thinking workshop

3:00 Stimulate
Panel Discussion #4: Commercialization

4:00 Inspire
Keynote #3

5:00 Network
Happy Hour

PAST SUMMIT SPEAKERS

Dr. Fabrice Brunet
CEO + President, University of Montreal Health System

Archelle Georgiou, MD
Author + Thought Leader

Corey Mercy
Deputy CTO, NC DHHS

Joy Bhosai, MD
Chief of Digital Health & Strategy Duke Clinical Research Institute

Ian Chuang, MD, MS, CCFP
Chief Medical Officer (CMO) Elsevier Health, International

Anika Gardenhire
AVP Digital Transformation, Intermountain Healthcare

Charlene Foley
Head of Exceptional Experience Blue Cross Blue Shield NC

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DRIVE INNOVATION IN HEALTHCARE and grow your brand as well. Sponsor early for a full year of promotion and engagement through the only connected digital health ecosystem in NC.

The 2020 DHIT Summit represents a unique opportunity to connect with the region’s digital health community and drive awareness and impact across the region. This multi-day event will bring together thought leaders from across the health and technology field and is being widely promoted through our partner network including payers, providers, investors, and industry partners.

We have a range of sponsorship packages available from $2,500 to $30,000, and work to understand your business goals and align packages to deliver maximum benefit.

- Increase brand awareness among the digital health community
- Enjoy breakthrough access to the digital health innovation pipeline
- Position your company as a thought leader and collaborator in the digital health space
- Collaborate with leaders and policymakers to improve legislation affecting the future of healthcare in NC
- Be at the forefront of making NC the healthiest place to live, work and raise a family
- Help drive better health engagement, experience and outcomes for the people, families and communities you serve
Become a **Headline Sponsor** and Help Shape the Future of Health

Drive the highest level of awareness and engagement in the run-up to the Summit and beyond with a premium package designed to deliver maximum value. The Headline sponsor will benefit from VIP access and hands-on participation before, during, and after the main event, including a VIP Supper Club featuring thought leaders from across the NC healthcare ecosystem on the eve of the conference.

**PACKAGE DETAILS**

- Panel speaker opportunity
- Input into Summit agenda
- 2 VIP Supper Club seats
- 8 DHIT Summit tickets
- Most prominent branding on event collateral, program and signage
- Company profile on DHIT website
- Digital advertising during the event
- Social media and outreach promotion
- Press release
- 3 featured blogs in DHIT Digest
- 4 regional Happy Hour event sponsorships
- Featured podcast interview on DHIT Frequency
- Lanyards and name tags branding
- Exhibitor package

TO BECOME A SUMMIT SPONSOR CONTACT SPONSORSHIPS@DHITGLOBAL.ORG
Become a **Category Sponsor** and Drive Thought Leadership and Impact Your Chosen Field

Category Sponsors will benefit from high profile exposure in their chosen field (Education, Research, Community, Quality Improvement and Commercialization), with tailored packages offering the flexibility to customize your level of involvement and exposure as you look to engage demand-side audiences in a specific market segment.

There are five categories to choose from:

**Category 1:**
**Education**

*Exploring the Mindset Required to Enable Digital Transformation*
- Recruit and retain top talent
- Re-skill and develop existing workforce to meet new needs
- Transform organizational culture to achieve digital transformation

**Category Leader Benefit:**
Champion the next generation workforce and the growth mindset needed to enable digital transformation

**Category 2:**
**Research**

*How Real-world Evidence Will Accelerate Drug Development and Improve Care Delivery*
- Accelerate the use of RWE in the future of Personalized Medicine
- Showcase how you can cut drug-to-market time and improve adherence rates
- Promote the adoption of Digital Trials

**Category Leader Benefit:**
Champion next generation research models to extract meaningful insights from real-world data and experiences

**Category 3:**
**Community**

*An Exploration of Unmet Healthcare Needs in Communities Across North Carolina*
- Support the underserved North Carolina communities in identifying greatest unmet needs
- Educate suppliers and innovators with problem discovery and blueprinting
- Drive collaboration through a community workshop connecting resources to opportunities

**Category Leader Benefit:**
Champion the voice of the community and promote understanding of what high impact problems exist
Category 4 : Quality Improvement
Harmonizing Process, People and Technology to Improve Care Delivery and Outcomes

- Understand value-based care and the ecosystem strategy needed to support it
- Promote agile and lean methodologies in service design and implementation
- Break down barriers to clinical adoption and therapeutic inertia

CATEGORY LEADER BENEFIT :: Champion best practices in digital deployment and transformation at the point of care

Category 5 : Commercialization
Navigating the Early Days in Digital Health and How to Avoid the Pitfalls of Commercialization

- Advance understanding of ecosystem mapping and value creation
- Share best practices in finding sustainable revenue streams
- Provide perspective on how regulators will support and shape the future

CATEGORY LEADER BENEFIT :: Champion best practices in commercializing new technologies

PACKAGE DETAILS // All Categories

- Input into Category agenda
- 1 VIP Supper Club seat
- 5 DHIT Summit tickets
- Premium branding on event collateral, program and signage
- Company profile on DHIT website
- Digital advertising during the event
- Social media and outreach promotion
- Press release
- Featured blog on DHIT Digest
- 2 regional Happy Hour event sponsorships
- Featured podcast interview on DHIT Frequency
- Exhibitor package

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Exhibitor Packages
Starting at $2,500

The Digital Health Exhibitors Zone will showcase emerging technologies that are driving innovation across clinical care delivery, decision support, big data analytics, patient engagement, and health and wellness, and feature solutions powered by AI, virtual and augmented reality, blockchain, wearables and sensors, and more.

Package includes:
- 8’ x 8’ exhibitor space
- 2 DHIT Summit tickets
- Branding on event collateral, program and signage
- Digital advertising during the event
- Social media and outreach promotion

Supper Club
Tuesday Nov. 13th 6-9pm
$10,000

The DHIT Supper Club will bring together thought leaders and key stakeholders from across the healthcare innovation ecosystem, including policymakers, payors, providers, investors and senior leadership from biotech, life sciences and health tech industries to discuss ways in which we can all collaborate to accelerate impact and transformation in North Carolina and beyond.

Package includes:
- Supper Club speaking opportunity
- 2 VIP Supper Club seats
- 2 DHIT Summit tickets
- Branding on event collateral, program and signage
- Company profile on DHIT website
- Digital advertising during the event
- Social media and outreach promotion
- Exhibitor package

DHIT Happy Hour
$10,000

This popular monthly networking event will close out our inaugural Summit, and afford the opportunity to connect with fellow entrepreneurs and ecosystem partners and discuss the output of the Summit while enjoying local craft beers.

Package includes:
- Speaking opportunity
- 1 VIP Supper Club seat
- 2 DHIT Summit tickets
- Branding on event collateral, program and signage
- Company profile on DHIT website
- Digital advertising during the event
- Social media and outreach promotion
- Exhibitor package
At the 2020 Summit, DHIT will host a matchmaking event, convening businesses from other nations and regions of the United States to identify opportunities for partnership and aligning talent, assets and resources to drive transformation within under-resourced communities. In this way, DHIT builds highways of talent and technologies between the digital health hubs of the world.

Past summits have convened organizations from Quebec, India, Minnesota, Massachusetts, Silicon Valley, New York, and North Carolina.

“This Summit allows us to reach our goal to foster Quebec’s economic relationship with North Carolina in the life sciences and healthcare sectors. It is actually the first time that we have organized a mission focused on digital health in the Southeast, and we can’t think of a better event to connect our innovating start-ups with the NC ecosystem. We also like the DHIT approach to unite the private sector firms, the academics and the government, as we do in Quebec for our major clusters. What’s even more exciting, we are totally ‘en phase’ with M. Levy on the fact that this is just the beginning of a very promising relationship to the benefit of our companies and our population.”

– Donald Leblanc, Québec Delegate for the Southeastern United States based in Atlanta
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