



Community Health Association
Inland Southern Region

2018 Biennial Symposium

***Providing Healthcare in Challenging Times:
Embracing Resiliency, Relevancy, and Determination***

Thursday, September 27, 2018

DoubleTree by Hilton

285 E. Hospitality Lane

San Bernardino, CA 92408

Sponsorship Prospectus

Community Health Association Inland Southern Region
is a private, not-for-profit 501(c)(3). Tax ID: 30-0666184

www.chaisr.org

About Community Health Association Inland Southern Region

The Community Health Association Inland Southern Region (Community Health Association) is a champion for community-based health centers and clinics located throughout Riverside and San Bernardino Counties. We provide services to support our diverse membership in providing access to care and quality health services for safety net communities. The Community Health Association currently supports 18 community health centers and clinics, representing 69 primary care clinical sites throughout Riverside and San Bernardino Counties.

The Community Health Association provides advocacy, public policy promotion, and education, as well as resources to strengthen the provision of primary and specialty care services throughout the region.

We exist to support our membership and community partners to ensure accessible, high quality, and cost-effective health services.

We envision health care access for all and efficient use of health services and resources for the Inland Southern Region.

The Community Health Association was founded in 2009, incorporated in 2010, and designated as a 501(c)(3) nonprofit organization in 2011.

About the Biennial Symposium: *Providing Healthcare in Challenging Times: Embracing Resiliency, Relevancy, and Determination*

The Community Health Association's Biennial Symposium boasts a full-day of educational sessions focused on challenges and innovations with community-based care. The symposium is geared towards healthcare leaders, healthcare providers, local, state and regional policy makers, and the community at-large. The setting offers a forum for networking and the sharing of valuable knowledge. This year's topics include: Behavioral Health Integration, 340B, measuring quality, Medi-Cal managed care, patient-centered medical homes, and integrating social determinants of health/population health.

Prior Attendees

Chief Administrative Officers • Chief Executive Officers • Chief Operating Officers
Clinical Directors • Executive Directors and Associate Directors
Presidents and Vice Presidents • Administrative and Finance Staff • Board Members
Case Management and Clinical Supervisors • Consultants • Department Chairs
Doctors of Medicine • Health Officers • Medical Directors • Instructors
Program and Project Coordinators • Managers • Officers • Specialists
Nurses and Nurse Managers • Superintendents

Symposium Agenda

TIME	SESSION	SPEAKER & AFFILIATION
7:45-8:30	<i>Registration, Breakfast, and Exhibitors</i>	
8:30-8:45	Welcome	Deanna Stover, PhD, RN President and Chief Executive Officer Community Health Association ISR
8:45– 9:30	Opening Plenary: Holistic Healthcare: Empowering Healthier Communities	Joshua Morgan, PsyD, Natl. Dir. of BH & Whole Person Care, SAS
9:30-10:15	Morning Keynote Address	Xavier Becerra California Attorney General
10:15-10:45	<i>Refreshment Break with Exhibitors</i>	
10:45-11:45	Breakout Sessions - Morning	
	1. The State of Oral Health in the Region: What's New and On the Horizon	Conrado Barzaga, MD Center for Oral Health Lizbeth Bayardo, MPH Center for Oral Health
	2. Making a Payer-Provider Relationship Work to Get Quality and Value-Based Results: One Health Plan's Roadmap	Ellen Rudy, PhD, AVP Quality Improvement, HEDIS Operations Molina Healthcare
	3. Rethinking your Patient Experience: Access, Outcomes and Loyalty	Keith Slater, VP Patient Access Change Healthcare
	4. The Rising Bar of Corporate Compliance Programs for Community Health Centers	Lawrence B. Garcia, Shareholder, Kronick Gabriel S. Garcia, Senior Counsel, Kronick
11:45-12:45	<i>Networking Lunch / Exhibitors</i>	
12:45-1:30	Afternoon Plenary: Immigration – What Health Facilities Need to Know to Protect Patients and Themselves	Ronald T. Vera, Attorney at Law Vera & Barbosa
1:30 -2:30	Breakout Sessions - Afternoon	
	1. 340B: Opportunities, Challenges, and Solutions	Bruce Thompson, RPH, MS Division Vice President of Compliance Comprehensive Pharmacy Services
	2. Patient-Centered Medical Home (NCQA - 2017 Edition)	Sarah Lee, MPA, PCMH CCE
	3. Virtual Care in the Safety Net – eConsult and Beyond	Priya Batra, MD, MS, FACOG Senior Medical Director, IEHP Family and Community Health
	4. Population Health: Collaborating Across Sectors to Improve Health Outcomes	Tricia Gehrlein, Director, Pop. Health Morongo Basin Healthcare District
2:30-3:00	<i>Refreshment Break with Exhibitors</i>	
3:00-4:15	Closing Plenary: Future of Health Care	Beth Malinowski Deputy Director of Government Affairs, CPCA Curtis E. Degenfelder, President Curt Degenfelder Consulting, Inc.
4:15-4:30	Afternoon Keynote Address	Honorable Eloise Gómez Reyes Assemblymember 47 th District
4:30-4:45	Closing	Deanna Stover, PhD, RN President and Chief Executive Officer Community Health Association ISR

Session topics are subject to change.

Sponsorship Opportunities

Diamond

\$20,000

- ◆ ~~2 Exhibit Spaces~~ **SOLD OUT**
- ◆ 8 All-Access Passes
- ◆ Corporate Logo on Symposium Press Materials, Symposium Website, and Email Announcements
- ◆ 2 Full Page Color Advertisement in Program
- ◆ Recognition of Sponsorship throughout Symposium

Platinum

\$10,000

- ◆ ~~1 Exhibit Space~~ **SOLD OUT**
- ◆ 6 All-Access Passes
- ◆ Corporate Logo on Symposium Press Materials, Symposium Website, and Email Announcements
- ◆ 1 Full Page Color Advertisement in Program
- ◆ Recognition of Sponsorship throughout Symposium

Gold

\$5,000

- ◆ ~~1 Exhibit Space~~ **SOLD OUT**
- ◆ 4 All-Access Passes
- ◆ Corporate Logo on Symposium Press Materials, Symposium Website, and Email Announcements
- ◆ Half Page Color Advertisement in Program
- ◆ Recognition of Sponsorship throughout Symposium

Silver

\$2,500

- ◆ ~~1 Exhibit Space~~ **SOLD OUT**
- ◆ 2 All-Access Passes
- ◆ Corporate Logo on Symposium Press Materials, Symposium Website, and Email Announcements
- ◆ Quarter Page Color Advertisement in Program
- ◆ Recognition of Sponsorship throughout Symposium

Bronze

\$1,500

- ◆ Corporate Logo on Symposium Press Materials, Symposium Website, and Email Announcements
- ◆ Eighth Page Color Advertisement in Program
- ◆ Recognition of Sponsorship throughout Symposium

Sponsor Questions?
Contact Ashley Ignacio
aignacio@chairr.org or (909) 237-8816

Program Advertisement Details

Please follow the instructions below if your organization would like to include an advertisement in the Symposium program.

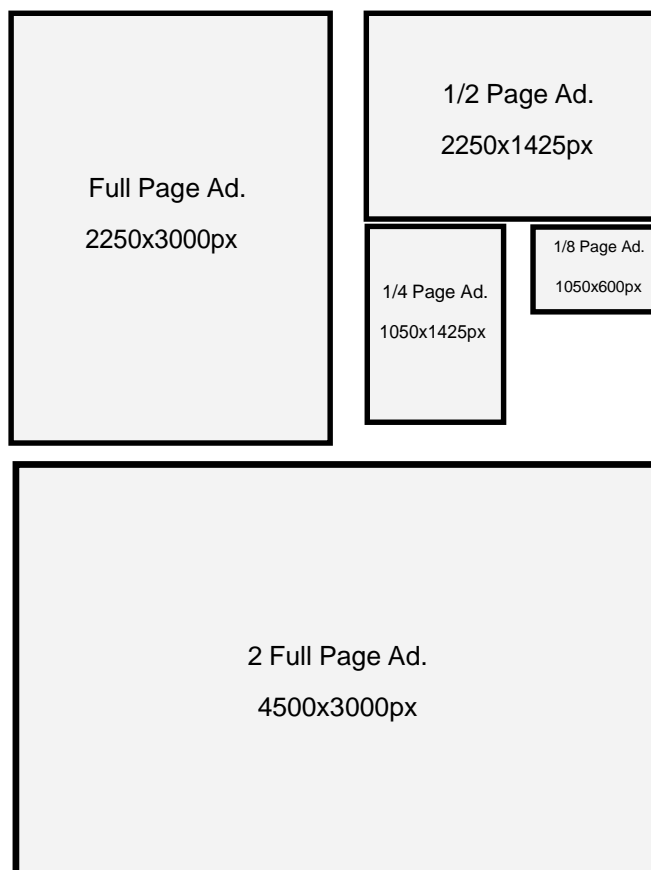
Deadline is Monday, August 27, 2018 at 4:00 pm

Advertising Material Requirements

- Submitted material may be sent via e-mail to: aignacio@chair.org
- Files must be compressed and print-ready (PDF, JPEG, etc.)
- Please label submitted material with the advertiser's (organization name)
- All placed images will be at 300dpi

Dimension Requirements (approximate)

- **2 Full Page Ad:** 15"W x 10"L
- **Full Page Ad:** 7.5"W x 10" L
- **Half Page Ad:** 7.5"W x 4.75" L
- **1/4 Page Ad:** 3.5" W x 4.75"L
- **1/8 Page Ad:** 3.5"W x 2" L



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aignacio@chair.org or (909) 237-8816

Exhibiting Details

Diamond, Platinum, Gold, and Silver Sponsorship includes an exhibit space. Please follow the instructions below if your organization would like to exhibit during the Symposium.

**Please note, exhibit space is not included for Bronze Sponsors.*

Sponsorship Package Exhibit Details:

- 6' Table & 2 Chairs
- Electrical Outlets (upon request)
- Complimentary Wi-Fi
- All-Access Passes (Registration to All Sessions, Materials & Meals)
- Complimentary Parking
- Recognition as a 2018 CHAIRS Symposium Sponsor

Exhibitor Set-Up/Registration

September 26, 2018

6:00pm-10:00pm

Or

September 27, 2018

7:00am-7:45am

Exhibitor Teardown

September 27, 2018

3:30pm-4:30pm

Exhibit Hours:
September 27, 2018
8:00am-3:30pm

*Times listed above are subject to change.

Sponsor Questions?
Contact Ashley Ignacio
aignacio@chairs.org or (909) 237-8816

Application & Payment

Application

- ◆ Please complete the Sponsor Registration Application (refer to page 9) and submit to Ashley Ignacio at aignacio@chair.org

**Full payment is required by:
Monday, August 27, 2018
at 4:00 pm**

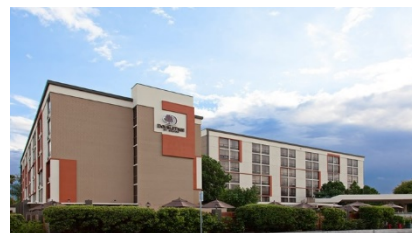
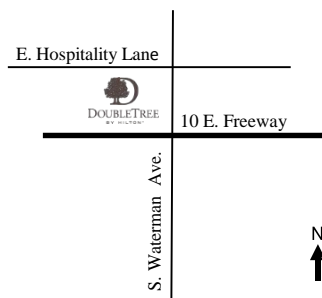
Payment

- ◆ Sponsor status is not final until payment is received
- ◆ All fees are non-refundable after August 31, 2018
- ◆ Only accepting corporate checks, payable to Community Health Association Inland Southern Region
- ◆ Send checks to: 621 E. Carnegie Drive, Suite 180, San Bernardino, CA 92408
- ◆ A confirmation notice will be sent to confirmed sponsors prior to the conference

Venue & Hotel Accommodations

DoubleTree by Hilton

285 E. Hospitality Lane
San Bernardino, CA 92408
(909) 889-0133



Hotel Accommodations

Special rates may be available to conference attendees, if coordinated through CHAIRS. If interested, please contact Analissa Cruz at acruz@chair.org.

Shipping

Exhibiting material can be shipped to the following address: **285 East Hospitality Lane, San Bernardino, CA 92408**. Please label all shipment with "CHAIRS Biennial Symposium". Shipments can only be accepted one-day prior (September 26, 2018) to the event due to limited storage. Sponsors are responsible for making all arrangements with shipping vendors and hotel management (909-388-7913).

Term & Conditions

1. **Exhibit Space:** Each sponsor will be provided a 6' table and two chairs. Please note ballroom area is carpeted.
2. **Assignments and Rates:** Assignments will be made on a first come, first serve basis.
3. **Payment:** A 100% payment is required for each Sponsor Package. Payment must be made by check. Make check payable to Community Health Association Inland Southern Region.
4. **Exhibit Location and Floor Plan:** Exhibits will be located as indicated on the official floor plan. Conference management reserves the right to make modifications as necessary.
5. **Failure to Occupy:** Space not occupied by the close of installation (unless previous written arrangements were made) will be forfeited by the Sponsor. In this case, CHAIRS may resell, reassign or use the space.
6. **Cancellation of Exhibit Contract:** CHAIRS must be notified of sponsor cancellation in writing to receive a refund. A cancellation fee of \$250 per Sponsor Package will be charged to a sponsor who cancels their contract before August 31, 2018. No refunds will be made after this date.
7. **Passes:** Each exhibit space will be provided a total of two passes. All sponsor personnel must register and wear their badges for admission to the exhibit hall, special meals and other CHAIRS-hosted social events.
8. **Conflicting Meetings and Social Events:** In the interest of the entire conference, Sponsor agrees not to extend invitations, call meetings, or schedule social events involving attendees, or otherwise encourages the absence of members, other sponsors, or invited guests at any time during the dates of the event, without permission from the conference organizers.
9. **Drayage:** Freight charges and shipping locations are NOT included in your Sponsor Package. Sponsors will be responsible for making all arrangements with shipping vendors and the hotel management for receipt. Any shipping/receipt-related fees incurred by Sponsor and charged to CHAIRS will be charged to the Sponsor plus a \$50 processing fee.
10. **Exhibit Installation:** All exhibits must be in place and ready for display no later than 8:00 am on September 27, 2018.
11. **Dismantling of Exhibits:** Exhibit spaces may start to be dismantled at 3:30 pm on September 27, 2018. Setting up, tearing down and removal of exhibits are the responsibility of the Sponsor. Should the Sponsor fail to remove the exhibit, removal will be arranged by the conference management at the Sponsor's expense plus a \$100 fee.
12. **Liability:** Sponsor assumes responsibility and agrees to indemnify and defend CHAIRS, DoubleTree by Hilton San Bernardino, and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. Neither CHAIRS nor DoubleTree by Hilton maintain insurance covering the Sponsor's property and it is the sole responsibility of the Sponsor to obtain such insurance coverage if desired.
13. **Photography:** Permission is granted to CHAIRS and its authorized representatives, unless otherwise notified in writing, to record on photography film and/or video, pictures of participation. In addition, permission is granted that any or all of the material photographed may be used, in any form, as part of any future publications, brochure, or other printed materials used to promote CHAIRS, and further that such use shall be without payment of fees, royalties, special credit, or other compensation.

Sponsor status is not final until full payment is received. All fees are non-refundable.

Please make all checks payable to
Community Health Association Inland Southern Region

Sponsor Questions?
Contact Ashley Ignacio
aignacio@chairs.org or (909) 237-8816

Code of Conduct

Principles and Expectations of Participation in CHAIRS's Biennial Symposium

The right to participate is essential to create open dialogue between all attendees. The Community Health Association Inland Southern Region acknowledges the freedom of expression of speakers, participants, sponsors and sponsors. These principles are the foundation on which the Symposium was created.

All participants attending the Symposium are subject to the laws applicable in the United States and the State of California, where the conference is being held. By attending the conference, participants agree to adhere to these Principles and Values of Conference Participation.

General Principles

All attendees shall conduct themselves in a professional, courteous and respectful manner, refraining from language and actions that might bring discredit upon themselves, their organization, the conference, or Host.

Admission:

Host reserve the right to refuse admission to the Symposium if an individual or group has previously advocated or supported violent actions or destructive behavior in any way, or if those individuals have previously violated any rule of conduct or applicable law at any prior Host's events. Additionally, during the Symposium, Host can revoke the name badge, conference registration, and associated materials, and thereby, deny access to participants who do not adhere to this Code of Conduct.

Video and Audio Recording:

Attendees are strictly prohibited from videotaping or audio recording any part of the conference unless written permission has been granted by Host. Failure to comply with this rule is grounds for immediate ejection from the event and confiscation of video and/or audio materials. This rule applies to all sessions and events throughout the duration of the conference.

Use of Photography:

Attendees are strictly prohibited from using cameras (including mobile devices) in any session room. Failure to comply with this rule is grounds for immediate ejection from the event and confiscation of the equipment. Attendees may use cameras outside any session room only if written permission has been granted by Host.

Procedures Involving Disruptions at the Conference

Application of the Law:

Conference participants are subject to the laws applicable in the United States. Physical force or threats of physical force or destruction or theft of property by conference participants will not be tolerated and will be dealt with in accordance with the laws of the U.S. and the State of California, where the event is being held. Additionally, the response may include escorting participants from the conference venue.

Withdrawal of Admission:

In the event of any disruptions including, harassing or persistently taunting an attendee, speaker, or sponsor/sponsor, or any other action that does not respect these Principles, Host may withdraw a participant's admission and name badge and suspend or cancel the participant's access to the conference. Violation of the rules is also grounds for ineligibility at future Host's events.

Public Statement:

In the event that freedom of expression is abused, property is destroyed, stolen or physical force is used or threatened by a participant, Host may issue a statement concerning the action that reflect the framework of the Principles and Values of Conference Participation. Attendees expelled from a conference for violations of this Code of Conduct will not be afforded a refund or credit for conference attendance fees. Hosts also are not liable for hotel or travel costs incurred by an attendee expelled from an event.

Security Information

Symposium badges will be required for admittance to all events for security reasons. Badges should be worn and visible at all times. Lost badges should be reported to Host's staff immediately. The following badge policies apply throughout the entirety of the conference: Host is the sole proprietor of Conference badges and lanyards.

Badges are Non-Transferable

Misuse of badges, lanyards, false certification of individuals as paid attendees, efforts to assist unauthorized persons to gain access to any conference event, or any inappropriate conduct will be just cause for reclaiming badges of any individuals involved.

Sponsor Registration Application

Please complete and send to
Ashley Ignacio at
aignacio@chair.org

Contact Information

Main Contact: _____ Title: _____

Organization: _____

Address: _____

Phone Number: _____

Email Address: _____

Contact Name to Send Invoice to: _____

Email Address to Send Invoice to: _____

All-Access Pass Attendee Information (Based on level of Sponsorship)

1.) Name: _____ Title: _____

Email Address: _____ Phone Number: _____

Do You Have Any Dietary Needs/Food Allergies? ☐ Yes ☐ No If yes, please explain: _____

2.) Name: _____ Title: _____

Email Address: _____ Phone Number: _____

Do You Have Any Dietary Needs/Food Allergies? ☐ Yes ☐ No If yes, please explain: _____

3.) Name: _____ Title: _____

Email Address: _____ Phone Number: _____

Do You Have Any Dietary Needs/Food Allergies? ☐ Yes ☐ No If yes, please explain: _____

4.) Name: _____ Title: _____

Email Address: _____ Phone Number: _____

Do You Have Any Dietary Needs/Food Allergies? ☐ Yes ☐ No If yes, please explain: _____

5.) Name: _____ Title: _____

Email Address: _____ Phone Number: _____

Do You Have Any Dietary Needs/Food Allergies? ☐ Yes ☐ No If yes, please explain: _____

6.) Name: _____ Title: _____

Email Address: _____ Phone Number: _____

Do You Have Any Dietary Needs/Food Allergies? ☐ Yes ☐ No If yes, please explain: _____

7.) Name: _____ Title: _____

Email Address: _____ Phone Number: _____

Do You Have Any Dietary Needs/Food Allergies? ☐ Yes ☐ No If yes, please explain: _____

8.) Name: _____ Title: _____

Email Address: _____ Phone Number: _____

Do You Have Any Dietary Needs/Food Allergies? ☐ Yes ☐ No If yes, please explain: _____