



# hfma™

## massachusetts-rhode island chapter

Dear Healthcare Finance Vendor / Sponsor:

The Healthcare Financial Management Association of Massachusetts-Rhode Island (HFMA) cordially invites you to join us on **Thursday, January 17<sup>th</sup> and Friday, January 18<sup>th</sup> 2019** for our **Annual Revenue Cycle Conference (RCC)** at the **Gillette Stadium, Putnam Club, in Foxborough, Massachusetts**. The RCC offers expanded educational, networking, and business development opportunities for attendees and our valued business partners. Once again we'll begin with a **Kick-off Vendor Brunch and Showcase** with prizes and opportunities to make attendees aware of your services. This will lead into our Keynote Opening Speaker. Back by popular demand we will gather at **Splitsville / Howl at the Moon** on the evening of Day One for some great food, bowling, music, and fun. We had over 250 attendees at this social event last year! The RCC will culminate with our traditional cocktail reception for attendees at the close of Day Two. As in past years, HFMA MA-RI's premier revenue cycle event will provide a unique forum for educational opportunities, discussion, networking, and exchange of best practices relating to the current issues impacting the revenue cycle--with all sessions presented by leading healthcare experts and authorities. With nearly 500 healthcare finance and revenue cycle

professionals in attendance, and a number of fun opportunities for vendor / sponsor interaction, this is one event you do not want to miss!

The two-day format at the Putnam Club was quite well received last year. This offers great vendor / sponsor exposure and opportunities for interaction with the attendees. As in the past, you can expect numerous educational offerings focused on the Revenue Cycle, IT, Government, Physician, Payer Innovations and C-Suite concerns. Attendees appreciate the practical, “boots on the ground,” information and guidance they find at the RCC. We are working on securing a number of high-profile speakers for both days and we have enlisted **Dan Shaughnessy** as our celebrity speaker! We expect HFMA MA-RI’s RCC to attract a capacity crowd, including a significant number of top-level decision-makers and many of New England’s healthcare industry thought leaders.

Accordingly, we are reaching out to you, our valued vendor / sponsor partners, to offer Early-Bird pricing and an opportunity lock-in booth space and sponsorships at the RCC. The RCC offers an unparalleled opportunity to introduce your products and services to a projected 500 revenue cycle professionals. We cannot offer such great content and amazing networking opportunities without your support. ***Booth space has SOLD-OUT for the last several years.*** Booths will be selected prior to the event in our “booth draft” based on sponsorship level, support of the RCC, and order of receipt of registration forms. We encourage you to sign-up today to secure your spot and take advantage of this excellent opportunity.

**Early-Bird: Sign-up for the conference before November 7, 2018 and the rate will be \$1,320 for a tabletop or 10x10 booth space for current annual corporate sponsors of the MA-RI HFMA and \$1,535 for non-corporate sponsors.** The cost after the Early-Bird deadline will be \$1,485 and \$1,645, respectively. We’re pleased to offer the same rates as last year. Each vendor will be provided with a skirted 6 ft. table, RCC admission for two (2) company representatives, attendance at all RCC events, an ad in the RCC program book, and a vendor prize to be donated on behalf of your company and awarded to a lucky attendee throughout the two days of the RCC. Any additional company representatives who wish to attend will be required to pay the full attendee rate and to register separately. Access for booths set-up will be early morning Thursday of day one and booth access will be available to attendees for the entirety of the two-day RCC.

As is always the case, we will continue to make efforts to maximize interaction between our vendor / sponsor and partners and attendees, including the HFMA run vendor prize raffle (included in the exhibition price), at the vendor Kick-off Brunch, during RCC breaks, at the evening Splitsville Social Event, and during our Post-Conference Cocktail Reception. We have received very positive feedback from vendors, sponsors, and attendees on our raffle game and last year’s social events. We expect to make this year’s raffle and social event equally successful at driving traffic to your booths and maximizing attendee interaction. We expect it to be fun for all! The raffle has a high rate of participation and provides yet another opportunity for vendors/sponsors to interact with RCC attendees and winners.

And, as if that wasn’t enough, every attendee will also be given a Conference Brochure with vendor listings. Exhibiting vendors will receive a half-page of ad space that can be used for an information summary, “show specials,” or any other type of company message that you wish to convey. Many attendees retain these handouts for future reference. Your company will also receive pre-conference and post-conference attendee lists.

Please note that we also offer several sponsorship opportunities to allow for extra visibility at the RCC. We listened to your feed-back and *many of the sponsorship opportunities also offer all booth benefits*. Sponsors also receive a **full-page ad** in the on-site Conference Brochure. Kindly review the attached Exhibitor and Sponsor Prospectus for a full description of available sponsorship opportunities. Prior year's sponsors have reported fantastic responses to their sponsorships and we are certain that this year's RCC sponsorships will result in a similar experience.

We look forward to your participation and your continued support of our local MA-RI HFMA Chapter.

We hope to see you at Gillette!

Sincerely,

Will Coz  
Vendor / Sponsor Chair  
Vice President-Northeast  
Sharecare Health Data Services

Michael Willette  
Hotel / Social Event Chair  
Chief Operating Officer  
VNA Care

Jenny M. Davies, FHFMA  
Education Chair  
Manager, Baystate Health Laboratories  
Finance and Decision Support

HFMA MA-RI 2019 Revenue Cycle Conference Committee Chairs