



COMING TO INDIANAPOLIS – AUGUST 6, 2024
at the Forum Events Center in Indianapolis, IN.



kynexions

HEALTHCARE TRANSPARENCY TOUR

FEATURING

America's Top Health Plans



At Kynexions, we are committed to restore health, ignite hope, and nurture wellbeing in homes, businesses, and communities worldwide. We know that starts with informed patients and improved access to transparently priced, high quality, affordable care. Kynexions designs impact events, education and online communities to shine a light where we can do more work as well as create more awareness and demand for health care models where patients are at the center. Models built on transparency, access, affordability and a better patient and physician experience.

With that vision in mind, and building on the momentum of PRA's Fly In events, Kynexions seeks to partner with mission-aligned organizations to engage our large network of primary care physicians, specialists and surgeons, benefits experts, employers, unions and public sector leadership. We will plan, promote and produce a series of forums that build connections and ignite discussions while informing the citizenry where we can do more work. These forums will review transparency legislation and reveal transparent, direct care models designed to help patients better navigate both the quality and cost of their care. The Forums will also spotlight success stories from clinical leaders and employers in their state.

Roadshow Objectives

- **Learn and listen:** review transparency bills and what's at stake for employers
- **Gain insights** on local employer challenges
- **Spotlight success:** hear from employer and clinical leaders paving the way to transparent, affordable, high value care
- **Connect employers with policy advocates and experts** to guide next steps
- **Connect key community stakeholders**
- **Gather and share data** for post-event engagement

Roadshow Design

- **Local Champion to Host Event**
- **Marketing Services**
- **Events Production**
- **Post-event Employer Insights, Testimonials and other Assets** to support future campaigns
- **Locations:** 4-5 US markets
- **Venue** to be secured by local host of each event.
- **Event Targets:** 150-200 attendees comprised of: patients, employers, clinical leaders, advisors/independent TPAs, policy advocates and public sector leaders, and other facilitators at each venue.

Join Us as a Sponsor for the Healthcare Transparency Tour, at the Indiana Healthcare Transparency Forum featuring Indiana's Top Health Plans.

Our Transparency Forums are complementary events that gather all essential stakeholders: employers, advisors, clinicians, and civic leaders. These forums provide a unique platform to delve into national healthcare trends and their local implications, empowering attendees to take informed action.

The Transparency Forum is free to attend and will cover:

- Patient Stories — hear the voice of the People
- Legislation being proposed to illuminate cost and quality information for consumers
- Physicians and healthcare organizations that have incorporated transparency in their practice
- Employers who are dramatically lowering healthcare costs while expanding access to high quality, transparently priced healthcare

Program Design:

- Morning format (3-4 hr)
- **Networking** & Continental Breakfast
- **Keynote:** Transparency Legislation - Employers Call to Action
- **Local Challenges:** Listening to Employer Challenges & Sharing Insights
- **Spotlights:** 2 case studies with local employers, unions
- **Employer Health Plan Recognition & Awards**

Other Kynexions-led Market Activity to connect community, educate and engage employers:

- **January - December:** Virtual mini summits and ecosystem webinars for advisors, solutions, clinical leaders and employers, unions leadership with Health Rosetta and Free Market Medical Association
- **February 28-March 1:** NABIP Capital Conference (Washington DC)
- **April 10-12:** Oklahoma City (FMMA 10th Annual Conference)
- **May - October:** Roadshows and support of various Chapter events for the Free Market Medical Association
- **June 24-26:** Montana (Leavitt's Summit)
- September 11-13: Washington DC (RosettaFest)

Marketing

- 2-3 month campaigns leading into each event to include:
- Media Release
 - Digital Campaigns
 - Influencer social promotions
 - Email series - invite templates; 5 emails
 - Assets & Event Graphics
 - Social Campaign
 - Whova mobile app for pre & post forums, networking & further education and community engagement

Sponsorship Opportunities

Platinum | \$10,000

(two sponsorships available)

- Select program sponsor of the Transparency Forum featuring <STATE>'s Best Health Plans.
- Speaking Opportunities in Transparency Forum program
- Literature Display & Signage Opportunity
- Multiple extended logo times on big screen at event
- Ad on rolling promotion during event
- Event Registration for ten (reserved table)

Gold | \$5,000

(four (4) sponsorships available)

- Select program sponsor of the Transparency Forum featuring <STATE>'s Best Health Plans.
- Speaking Opportunities in panel
- Literature Display & Signage Opportunity
- Multiple extended logo times on big screen at event
- Ad on rolling promotion during event
- Event Registration for 5

Silver | \$2,500

(up to eight (8) sponsorships available)

- Multiple extended logo times on big screen at event
- Ad on rolling promotion during Conference
- Event Registration and breakfast included for 3

Transparency Champion | \$1,500

Available for industry solutions experts who wish to show their support in the mission of Transparency in Healthcare with no physical representation at the event. Logo'd presence on website, event materials and onsite promotion. No registration/attendance is included.

Sponsorship deadline:

May 31, 2024

Sponsoring organizations may add up to one (1) additional attendee for an additional \$500.

Endorsed by:

