



The most-trusted source of information in the health and human service market
focused on consumers with chronic conditions and complex needs

Affiliate Sponsor Prospectus 2021 Edition

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Why Partner With *OPEN MINDS*?

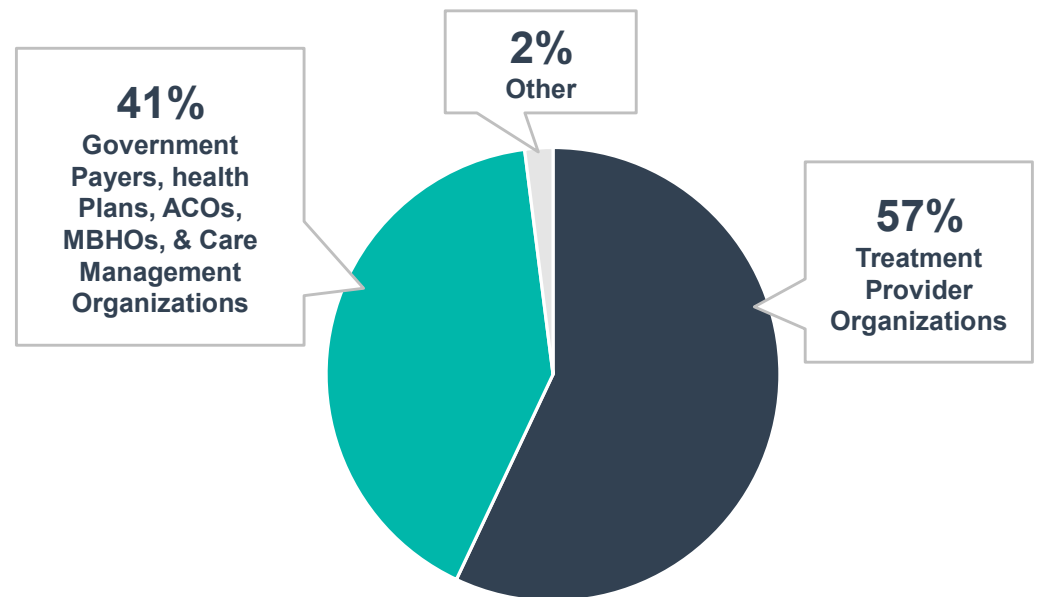
For organizations that want to reach decision-makers in the \$860 billion sectors of the health and human service market serving consumers with chronic conditions and complex consumers, a partnership with *OPEN MINDS* is the answer.

We are the leading source of market intelligence, management best practice models, and strategic advice for these executives. Our high-value content and trusted brand have allowed our team to develop long-term relationships in the market sectors.

Our organizational subscribers are the payers and provider organizations that lead the field. And, unlike other information sources, 95% of our readers are executives and managers – 48% of our readers are c-suite senior leaders.

A partnership with *OPEN MINDS* allows your organization to reach the right executives, with the right message, as part of their 'go to' information source.

OPEN MINDS Organizational Subscribers



30,000+
Organizations



42,000+
Active Subscriptions



180,000+
Professional Readers

Why Become An Affiliate Sponsor With *OPEN MINDS*?

The *OPEN MINDS* Affiliate Sponsor package is the most cost-effective promotional offering targeted towards c-level decision-makers in the health and human service field.

For only \$1,000 per month, this sponsorship will help your organization build awareness – and sales – in the high-cost, complex consumer health care markets.

When you become an *OPEN MINDS* Affiliate Sponsor, your team gets access to payer and provider decision-makers in the field through our Executive Institutes, online promotional platforms, and market intelligence resources.

The *OPEN MINDS* Affiliate Sponsor Package is the only sponsorship program that brings your organization to the complex consumer market – and gives your team the tools to make an impact!

This is our highest value for vendors because it gives you access for one low price.

High-Level Benefits Of The Affiliate Sponsor Package:

- ✓ Market information to fuel your sales team
- ✓ Increased market awareness
- ✓ Lead generation funnel
- ✓ Direct customer access

Arm Your Sales Team With The Information They Need For Success

1. Market Information To Fuel Your Sales Team

Give your team the blueprint they need to sell effectively within certain areas.

2. Increased Market Awareness

Be known and 'top of mind' among C-level executives by advertising on openminds.com for a full year.

3. Lead Generation Funnel

Start generating no-effort leads for sales with the Health Tech Navigator online directory.

4. Direct Customer Access

Send your team to our executive events to gain direct, face-to-face access to *OPEN MINDS*' decision-maker audience
Virtual networking groups or access our online VIP networking room.

- Build customer lists with the *OPEN MINDS* database of over 80,000 records of executives with health plans, accountable care organizations, health systems, hospitals, and specialty providers of services including behavioral health, children's services, long-term care, and autism and I/DD services. The database contains organizational demographics, executive names, enrollment, annual revenue, number of employees, and more...
- Navigate the field with the *OPEN MINDS* state profile market intelligence suite – the state health care landscape, the Medicaid system, the behavioral health system, and the Medicaid/Medicare dual eligible programs. Profiles for all 50 states and the District of Columbia – updated annually.
- Keep on top of opportunities and the competition with access to the *OPEN MINDS* RFP & Government Contract Database. Get daily notifications of new bidding opportunities – and get the updates on what organization won each contract and for how much – along with their winning proposal and contract.

Drive Recognition & Market Awareness

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4. Direct Customer Access

Send your team to our executive events to gain direct, face-to-face access to *OPEN MINDS*' decision-maker audience
Virtual networking groups or access our online VIP networking room.

- Be part of our searchable database of health and human service technology and informatics solutions with an enhanced listing with promotional materials on the *OPEN MINDS* Health Tech Navigator website
- Increase awareness of your organization with your web banner ad on the *OPEN MINDS* websites with a year-long rotation for up to 10,000 unique impressions
- Become part of our executive education partnership with your organization is listed on all *OPEN MINDS* institute promotional materials
- Stand out as a partner with your organization's logo featured on the Partner Page of the *OPEN MINDS* website

Generate Leads With Health Tech Navigator

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3. Lead Generation Funnel

Start generating no-effort leads for sales with the Health Tech Navigator online directory.

4. Direct Customer Access

Send your team to our executive events to gain direct, face-to-face access to *OPEN MINDS*' decision-maker audience
Virtual networking groups or access our online VIP networking room.

- Generate leads with your web banner ad on the *OPEN MINDS* websites with a year-long rotation for up to 10,000 unique impressions
- Get leads for new opportunities from the users of our searchable database of health and human service technology and informatics solutions – your organization will have an enhanced listing with promotional materials on the *OPEN MINDS* Health Tech Navigator website
- Send up to 10 sales team members and customers to each *OPEN MINDS* executive institute – the premier industry networking opportunity!
 - The *OPEN MINDS* Performance Management Institute
 - The *OPEN MINDS* Strategy & Innovation Institute
 - The *OPEN MINDS* Management Best Practices Institute
 - The *OPEN MINDS* Executive Leadership Retreat
 - The *OPEN MINDS* Technology & Analytics Institute

Connect Directly With Our Executive Audience

1. Market Information To Fuel Your Sales Team

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3. Lead Generation Funnel

Start generating no-effort leads for sales with the Health Tech Navigator online directory.

4. Direct Customer Access

Send your team to our executive events to gain direct, face-to-face access to *OPEN MINDS*' decision-maker audience. Virtual networking groups or access our online VIP networking room.

- Get up close and personal with target customers – send up to ten sales team members and customers to each *OPEN MINDS* executive institute – the premier industry networking opportunity!
 - The *OPEN MINDS* Performance Management Institute
 - The *OPEN MINDS* Strategy & Innovation Institute
 - The *OPEN MINDS* Management Best Practices Institute
 - The *OPEN MINDS* Executive Leadership Retreat
 - The *OPEN MINDS* Technology & Analytics Institute
- Stay in front of customers with your organization's name and logo on all on-site institute materials – signage, program guide, and more – for all five institutes
- Get your promotional materials in customers' hands - to insert up to three items in the attendee swag bag at each institute
- Have the opportunity to reach out to the decision makers – with the attendee list of each *OPEN MINDS* event with full contact information

Become An Affiliate Sponsor Today!

1. Elite *OPEN MINDS* Circle Subscription

\$10,000 Value!

2. Web Banner Advertisements – openminds.com

\$4,000 Value!

3. Health Tech Navigator (HTN) – Enhanced Listing

\$5,000 Value!

4. Annual Executive Institute Sponsor Benefits

\$5,000 Value!

A \$24,000 value for just \$1,000 per month (50% off the regular fees)!

Plus, Affiliate Sponsors can add other sponsorship opportunities to their package at discounted rates – based on availability.

OPEN MINDS Affiliate Sponsor Package

1. Annual Executive Institute Sponsor Benefits

OPEN MINDS Executive Institute Benefits package offers promotional advertising at each of our annual conferences, along with complimentary conference registrations and attendee contact information.

This exclusive package is available only to our Collaborative Partners and Affiliate Sponsors!

- **Promotional listing** in each of *OPEN MINDS* (5) Executive Institute websites and program guides (logo and description)
- **Promotional materials** (up to 3 pieces) inserted into institute tote bags at each of *OPEN MINDS* (5) Executive Institutes
- **50 complimentary registrations** (staff or clients/prospects) to be used across each of *OPEN MINDS* (5) Executive Institutes
- **Attendee list** with full contact information for each of *OPEN MINDS* (5) Executive Institutes (sent before and after each Institute)
- **Invitation to exclusive institute faculty dinners** and private receptions at each of *OPEN MINDS* (5) Executive Institutes
- **On-site promotional signage** and visuals at each of *OPEN MINDS* (5) Executive Institutes



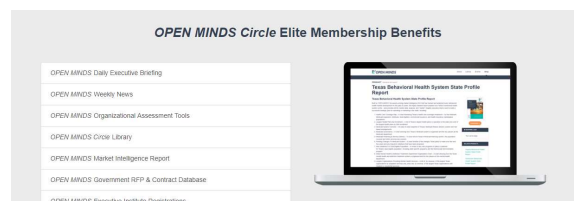
OPEN MINDS 2020-2021 Events Schedule & Status

Institute	Focus	Attendance	Date	Live Event	Virtual Event
<u>The OPEN MINDS 2020 Executive Leadership Retreat</u>	Building transformational leadership skills to collaborate, manage change, and maximize organizational performance.	250+	Sept 13-17, 2020	Contracted; Tentative YES Gettysburg, PA	Confirmed YES www.openminds.com/live
<u>The OPEN MINDS 2020 Technology & Analytics Institute</u>	Providing the technology tools executives need to improve performance and add value to their services for complex consumers.	500+	Mar 9-11, 2021 (Moved from Oct 2020)	Contracted; Tentative YES Las Vegas, NV	Confirmed YES www.openminds.com/live
<u>The OPEN MINDS 2021 Performance Management Institute</u>	Exploring key market trends, strategic questions, and best practice management tools to survive in today's new normal.	450+	Feb 13-14, 2021	Contracted; Tentative YES Clearwater, FL	TBD
<u>The OPEN MINDS 2021 Strategy & Innovation Institute</u>	Helping organizations link emerging innovations to strategy and develop a sustainable market position in a value-based environment.	450+	June 15-16, 2021	Contracted; Tentative YES New Orleans, LA	TBD
<u>The OPEN MINDS 2021 Management Best Practices Institute</u>	Offering the business best practices executives need to help their organization succeed in the complex care delivery system.	275+	August 24-26, 2021	Contracted; Tentative YES Newport Beach, CA	TBD
<u>The OPEN MINDS 2021 Executive Leadership Retreat</u>	Building transformational leadership skills to collaborate, manage change, and maximize organizational performance.	250+	September 19-24, 2021	Contracted; Tentative YES Gettysburg, PA	TBD
<u>The OPEN MINDS 2021 Technology & Analytics Institute</u>	Providing the technology tools executives need to improve performance and add value to their services for complex consumers.	500+	October 25-28, 2021	Contracted; Tentative YES Las Vegas, NV	TBD

OPEN MINDS Affiliate Sponsor Package

2. Elite *OPEN MINDS Circle* Subscription

For 30+ years *OPEN MINDS* has covered the health and human service industry – gaining a unique perspective on the trends and issues shaping the market. Through an Elite-level *OPEN MINDS Circle* membership, your team will gain access to our unparalleled information warehouse – and receive the insights they need to design and implement effective sales strategies.



Learn more and view live examples:
www.openminds.com/elite/

Annual Elite Subscription Package Benefits:

- Unlimited access to the **complete *OPEN MINDS* library of research** and tools including daily strategic analysis, weekly news, research reports, government documents, and more.
- **51 *OPEN MINDS* Behavioral Health System State Profiles** which provide 70+ pages of analysis on each state's Medicaid system with a deep dive into the behavioral health system.
- **Comprehensive market research reports** on the key industry issues, topics, trends, and questions other services don't have the resources and expertise to tackle.
- Ability to search the ***OPEN MINDS* RFP and Government Contract Database** which includes federal, state, and local bidding opportunities, contract awards, and winning proposals to give you the competitive edge on market research.
- Access to the ***OPEN MINDS* database of over 80,000 records** of health systems, behavioral health organizations, and community centers with leadership, contacts, annual revenue, number of employees, and a number of other criteria.
- **Walk-through demonstration** call with *OPEN MINDS* market intelligence team to understand how to best leverage your membership.

OPEN MINDS Affiliate Sponsor Package

3. Health Tech Navigator (HTN) – Enhanced Listing

HTN consists of 2500+ products, 1000+ vendors, and 45 functionality options. It is already the largest technology product directory specific to the health and human services field... and it's growing by the day.

With the enhanced listing option on HTN, your product will stand out from the crowd! The added features allow you to increase product awareness, perception, and understanding – while capturing quality leads at the point of interest! The annual enhanced package provides benefits in three different ways:

1. Enhancements To Your Product Directory Listing Page

- Product Logo
- Detailed Product Description
- Product Photos (3)
- Product Demo (Video or Slide Deck)
- Product Brochures & Marketing Materials
- Company Thought Leadership

2. Enhancements To Directory Listings & Search Result Pages

- Curation To Top Of Listings Or Search Results
- Product Logo Included In Listing
- Expanded & Highlighted Listing With Additional Information

3. Enhancements To Your Promotions On HTN & OPEN MINDS!

- Inclusion In “Featured Product” Rotation On HTN Homepage
- Resource Inclusion In “Resource Library” Website Section
- Web Banner Inclusion In Rotation On OPEN MINDS Website



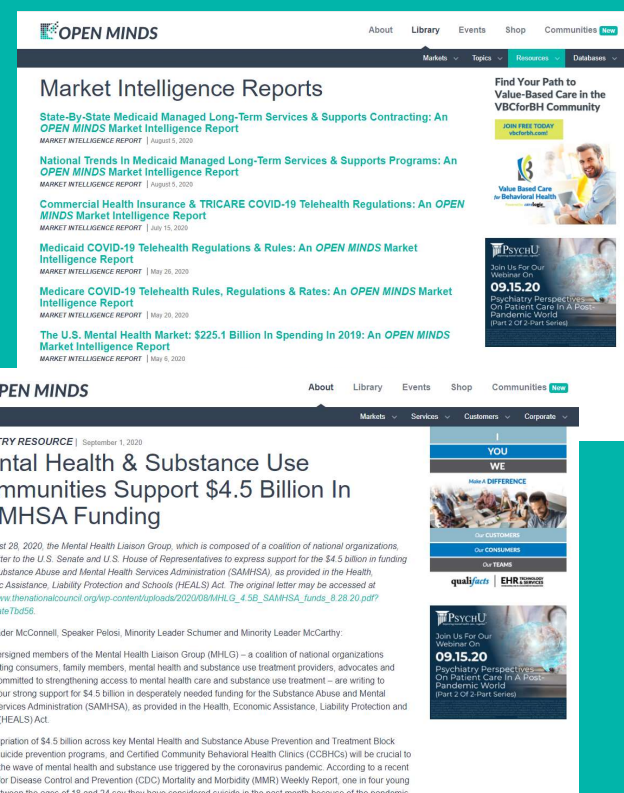
OPEN MINDS Affiliate Sponsor Package

4. Web Banner Advertisements – openminds.com

OPEN MINDS Website & Online Library – Web Banner Ad Rotation

The *OPEN MINDS* website is a hub for accessing all of *OPEN MINDS* thousands of resources – and boasts high visitor traffic as a result! Your ad will run on the website and online library in a sidebar continuously for a year, or until 10,000 impressions are reached.

Publication	Run X (Per Buy)	Estimated Impressions	Total Reach	Ad Size	Fee
OPEN MINDS Website & Online Library	1 Ad – 12 Month Rotation	10,000	100,000+ Per Month	300 x 250 pixels	1 Included In Package! (+\$1,000 for each additional)



OPEN MINDS Affiliate Sponsor Package

Fee Summary:

The Value Of An Affiliate Sponsorship Package

The Affiliate Sponsorship Package has a unique value for organizations looking to connect with the *OPEN MINDS* audience. By providing digital awareness on multiple platforms, access to the full *OPEN MINDS* online library and database, and promotions at live events, this is the perfect package to accelerate your marketing efforts and reach your strategic goals. Reach out to our team to learn more today!

Package	Value Of Components	Package Savings	Monthly Spend	Total Spend
Affiliate Sponsorship Package (Standard)	\$24,000	50%	\$1,000/mo	\$12,000

Current Partners & Sponsors

- Otsuka America Pharmaceutical Inc.
- Otsuka Pharmaceutical Development & Commercialization, Inc.
- Qualifacts Systems, Inc.
- Credible Behavioral Health, Inc.
- NextGen Healthcare
- Netsmart Technologies
- Relias
- Genoa Healthcare, LLC
- Streamline Healthcare Solutions
- Welligent, Inc.
- TenEleven Group
- Core Solutions, Inc.
- CapGrow Partners, LLC
- DATIS HR Cloud, Inc.
- Iris Telehealth
- The Echo Group
- Harris Coordinated Care Solutions
- Homestead Smart Health Plans, LLC
- Sparkrock

Turning Market Intelligence Into Business Advantage

OPEN MINDS market intelligence and technical assistance helps over 550,000+ industry executives tackle business challenges, improve decision-making, and maximize organizational performance every day.



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