

## 2017-2018 Chapter Sponsorship Program

### SPONSORSHIP BENEFITS

The Michigan Society of Healthcare Risk Management (MSHRM)'s Sponsorship Program offers the ideal opportunity **to connect with healthcare leaders from across Michigan**. On average, the Spring and Fall Programs attract 120 attendees from across Michigan. The Annual Conference draws approximately 160 attendees. Attendees include healthcare risk managers, patient safety officers, quality assurance professionals, attorneys, insurance professionals, risk management consultants, and others involved in healthcare risk management and patient safety.

Through sponsorship of these meetings, your organization will **benefit from networking opportunities, increased visibility, and be honored for enabling MSHRM to provide valuable educational programs at an affordable cost for our members and guests**. Your contribution will help contribute to safer healthcare across Michigan!

### PROGRAM OFFERINGS

MSHRM hosts quality educational events annually. These events feature nationally recognized speakers on hot topics. The following events are scheduled for the current fiscal year:

- **Fall Program – October 3, 2017, Lansing** (*Sponsorship deadline – September 22, 2017*)
- **Winter Webinar – TBD**
- **Spring Program – March 20, 2018, Lansing** (*Sponsorship deadline – March 9, 2018*)
- **Annual Conference – May 23-25, 2018, Traverse City** (*Sponsorship deadline – April 15, 2018*)

### SPONSORSHIP LEVELS

#### President's Circle - \$2,750 and above

- Exclusively sponsor the Winter Webinar or one event at the Annual Conference (see next page for a list of events)
- One complimentary MSHRM membership which provides free registrations to three educational seminars
- Core recognition package

#### Distinguished Donor - \$1,750-\$2,749

- Exclusively sponsor one item at the Annual Conference (see next page for a list of items)
- Core recognition package

#### Sponsor - \$500-\$1,749

- Core recognition package

#### Contributor – \$200-\$499

- Core recognition package

#### CORE RECOGNITION PACKAGE

All sponsors receive the following at live events:

- Recognition on MSHRM's website, educational program handouts, and Annual Conference signage
- Verbal recognition during the opening remarks at each program
- Ability to display product and service literature on the sponsors' table at all three live educational events

## ABOUT MSHRM

MSHRM is one of the oldest, most active, and best represented chapters of the American Society for Healthcare Risk Management (ASHRM). MSHRM's mission is to foster a collaborative learning environment to promote professional development and leadership in management of risk across the healthcare enterprise. MSHRM depends on contributions from you to allow us to continue to meet the goals of the Society.

## TESTIMONIALS

“Michigan Society Healthcare Risk Management (MSHRM) was the organization that I was referred to over 20 years ago to assist me in the development of my risk management knowledge and career. It provided the technical skills and personal relationships needed to become an effective risk management professional. The educational offerings are on par with any I have attended nationally over the last 35 years in healthcare. MSHRM provides something for every level of professional development from a brand new risk management professional to the advanced level practitioner. For the price of a membership, the organization provides incredible value by providing Fall, Spring, and Annual Programs that cover the latest information in the three areas of risk management (loss prevention, claims and risk financing). Please consider supporting MSHRM as we move the profession forward!”

~ *Kim McCoy, RN, BSN, MSA, HRM, CPHRM, FASHRM, CHC*  
*Vice President, Chief Risk/Compliance Officer*  
*Spectrum Health System*

“My development as a risk management professional simply would not have been possible without MSHRM. Not only does MSHRM provide exceedingly high-quality, professionally pertinent programming, but the quality and expertise provided by MSHRM's program speakers is on par with the best national programming available. But even more valuable than the educational programming has been the opportunity MSHRM affords to become engaged in Michigan's risk management community. The networking opportunities MSHRM affords its members have been invaluable to my professional development and ability to provide innovative risk management consultant services to my organization. Together, MSHRM's members are creating a state-wide standard of care, working as a team to promulgate significant patient safety and risk mitigation strategies in the enterprise risk management vein. The value of MSHRM sponsorship can't really be overstated; my organization's leaders have recognized that value and continue to support my efforts to remain an active member of MSHRM and the risk management community it supports. We invite you to join that community and experience that value. You would be hard pressed to make a better investment in the expertise and support of your own risk management professionals!”

~ *Kathy Early, CPHRM*  
*System Risk Manager*  
*Holland Hospital*

## QUESTIONS?

Contact Nichole Dennis at (616) 755-8488 or [info@mshrm.org](mailto:info@mshrm.org).

## 2017-2018 Intent to Sponsor Form

### CONTACT INFORMATION

Organization:	
Contact Name:	
Title:	
Address:	
Phone:	
Email:	
Signature agreeing to terms on next page:	

### SPONSOR LEVEL

### AMOUNT

President's Level (\$2,750 and above) \$ \_\_\_\_\_

*Choose one event below (available on a first come, first serve basis):*

- o Winter Webinar
- Annual Conference Event:
  - o Wednesday Winery Tour Lunch
  - o Wednesday Winery Tour Transportation
  - o Wednesday President's Reception
  - o Thursday Breakfast
  - o Thursday Morning Break
  - o Thursday Lunch
  - o Thursday Afternoon Break
  - o Friday Breakfast

Apply complimentary MSHRM membership to: \_\_\_\_\_

Distinguished Donor - \$1,750-\$2,749 \$ \_\_\_\_\_

*Choose one item below (available on a first come, first serve basis):*

- o Winery Tour Admission Fees (3 available)
- o Wednesday Audio-Visual Equipment
- o Thursday Audio-Visual Equipment
- o Friday Audio-Visual Equipment
- o Name Badges
- o Seminar Materials
- o Wi-Fi Service

Sponsor (\$500-\$1,749) \$ \_\_\_\_\_

Contributor (\$200-\$499) \$ \_\_\_\_\_

Please make checks **payable to MSHRM** and mail with completed form to MSHRM, PO Box 366, Dimondale, MI 48821-0366.

## SPONSORSHIP PROGRAM TERMS

1. MSHRM's educational activities are for scientific and educational purposes only and will not promote any specific proprietary business interest of the Sponsor/Exhibitor.
2. The Providers (MSHRM and accreditation partner, Coverys) are responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the educational content, selection of education methods and the evaluation of the activities.
3. The Providers will make all decisions regarding the disposition and disbursement of the funds from the Sponsor.
4. The Sponsor will not require the Providers to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of contributing funds or services.
5. All financial support associated with these activities will be given with the full knowledge and approval of the Providers. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint provider or any others involved with the supported activities.
6. Product-promotion material or product-specific advertisement of any type is prohibited in or during the educational activity and will not be displayed or distributed in the education space or obligated path immediately before, during or after the CME/CNE activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from the educational activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after the educational activity. All exhibits will be in a location that is separate from the CME/CNE activity and authorized by Coverys. The exhibit will not interfere or compete with the learning experience of CME/CNE activity attendees. Exhibitor representatives may attend the CME/CNE activity for the direct purpose of the representatives' own education; however, they will not engage in sales or marketing activities while in the space or place of the CME/CNE activity.
7. The Sponsor may not be the agent providing the educational activity to the learners.
8. The Providers will ensure that the source of support from the Sponsor, either direct or "in-kind," is disclosed to the participants in program materials and at the time of each activity. This disclosure will not include the use of a logo, trade name of a product-group message.
9. The Sponsor and the Providers agree to abide by all requirements of the ACCME/ANCC Standards for Commercial Support, available at <http://www.nursecredentialing.org/accreditation-cecontentintegrity.pdf>.
10. The FDA regulates the advertising and promotion of drugs and devices. The exhibit and all related activities will comply with all FDA requirements and guidance, such that the CME activity will remain educational and non-promotional in nature.
11. The Sponsor agrees to hold each of the Providers harmless from any liability, damages, or costs (including reasonable attorneys' fees) that may arise as a result of the Sponsor's attendance/exhibit at the CME activity. Without limiting the breadth of this hold harmless clause, the Sponsor acknowledges that the clause shall extend to include the loss, damage, or theft of any equipment or materials the Sponsor brings to the conference site as well as injuries that any of the Sponsor's employees or agents may incur.