

# HASC

2014 - 2015

SPONSORSHIP OPPORTUNITIES  
FOR SIGNATURE EVENTS



HOSPITAL  
ASSOCIATION  
OF SOUTHERN CALIFORNIA®

## About Us

The Hospital Association of Southern California (HASC) represents the interests of hospitals in Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara and Ventura Counties. We are comprised of more than 170 member hospitals and health systems, plus numerous related professional associations and associate members, all with a common goal: to improve the operating environment for hospitals and the health status of the communities they serve.

### Corporate Sponsorship

HASC offers special opportunities to enhance your overall corporate visibility. Health care leaders from across Southern California rely on HASC to provide high-quality education and peer-to-peer networking opportunities. As a result, HASC presents a number of leadership education programs each year, offering companies a distinct opportunity to engage key decision makers from hospitals and health systems across the state.

The industry is facing increasing pressure to transform and we must uncover new ways to collaborate and innovate together. Here is a chance to partner with HASC in a new era where bold, effective leadership is paramount. Join us in this mutually beneficial endeavor.

### Supporter Benefits

- Gain visibility for your organization
- Engage in networking opportunities with attendees, faculty, speakers and HASC representatives
- Achieve greater exposure and access to stakeholders across health care leadership and the continuum of care
- Increase awareness of your organization among influential health care decision makers
- Align your organization with the highly regarded work and reputation of HASC
- Gather leads that will continue to deliver business long after the conference is over
- Meet clients and new prospects face to face

### Target Audiences

- C-suite: CEOs, CFOs, CNOs, COOs, CMOs and physician leaders
- Quality, patient safety and interdisciplinary care teams
- Performance improvement professionals
- Human resource professionals, benefits specialists and compensation managers
- Risk managers, compliance officers and legal staff
- Case management personnel
- Front-line service managers



## Signature Events

HASC delivers high-quality programs to our membership, providing several major annual conferences and special events. Attended by health care and community leaders from across the region, these conferences offer outstanding corporate sponsorship opportunities for businesses and organizations interested in reaching these powerful decision makers.



### February - Palliative Care Transitions Conference

The program's goal is to help palliative care program teams from hospitals, integrated medical groups, foundations, health plans, nursing homes, home care and hospice organizations grow palliative care and supportive care programs, improve the quality of care, and reduce costs for patients across the continuum.

Contact: Leticia Salcido  
213-538-0737, [lsalcido@hasc.org](mailto:lsalcido@hasc.org)

### April - HASC Annual Meeting

The Annual Meeting is aimed at chief executives and other key hospital leaders from throughout the region. The conference includes keynote presentations and focused breakout sessions on topics relevant to c-suite decision makers, as well as several networking opportunities. The event reaches capacity each year, with an average attendance of more than 500 people.

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213-538-0737, [lsalcido@hasc.org](mailto:lsalcido@hasc.org)

### June - Health Care Provider Wellness Conference

This intensive two-day event draws human resources executives, benefits specialists, wellness program managers, chief nursing executives and nutritionists. The program explores employee health and wellness within our community hospitals, including ways to help improve health habits and evaluate the effectiveness of your organization's health and wellness program.

Contact: Karen Ochoa  
213-538-0765, [kochoa@hasc.org](mailto:kochoa@hasc.org)

### October - Conference on Aging

Key executives and champions of healthy aging examine programs and strategies that promote a healthier senior population, better care coordination and lower health care costs.

Contact: Maria Velez  
714-750-2688, [mvelez@hasc.org](mailto:mvelez@hasc.org)

### October - HASC Charity Golf Classic

The Golf Classic is a unique opportunity to engage with corporate executives while supporting our affiliated charitable organization, the National Health Foundation (NHF), which is dedicated to improving and enhancing the health of underserved communities. NHF is a charitable, tax-exempt 501(3)(c) corporation.

Contact: Leticia Salcido  
213-538-0737, [lsalcido@hasc.org](mailto:lsalcido@hasc.org)

### November - Hospital Heroes

Drawing leaders in health care, government officials and policymakers, the Hospital Hero Awards is an annual media event honoring outstanding achievements and events that occur within hospitals throughout the HASC region. Proceeds from the event benefit NHF.

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## Year-Round Education Programs and Webinars

Each year, HASC presents more than 50 one-day educational programs attracting c-suite, manager, and front-line staff as well as students. Topics range from physician/hospital alignment to human resources, legal issues, patient safety, leadership training and many more. Visit our education section at [www.hasc.org](http://www.hasc.org) for individual programs to attend and sponsor.

### LEAD Academy® and LEAD Academy 2

These intensive workshops draw health care managers and leaders interested in improving their professional strengths and building productive business relationships that support excellent patient care practices and achieve sustainable business objectives.

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[thollingsworth@hasc.org](mailto:thollingsworth@hasc.org)



## Society for Healthcare Improvement Professionals

Aimed at operational staff including admissions, business services, emergency room and quality professionals, the Society for Healthcare Improvement Professionals (SHIP) offers timely and informative gatherings, tools and resources designed by experts in Lean health care culture. Events include the regional/national annual meeting and forums for local chapters.

Contact: Jennifer Wortham  
626-633-6437,  
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## Strategic Partnerships

Strategic partnerships offer companies opportunities to expand their network and access essential industry resources. Partners receive year-round recognition at the highest level of visibility, plus a better value for sponsor dollars by combining all HASC events into one annual fee. As a strategic Partner, we can help you to:

- Budget and plan for all events on an annual basis
- Minimize duplicate administrative efforts through one commitment
- Be involved in our planning process so that we can deliver the results you want
- Receive continuous recognition throughout the year
- Make critical connections with key decision makers
- Establish your company as a health care market leader
- Stabilize your sponsorship pricing over the next three years

Contact: Pat Wall  
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*HASC reserves the right to refuse any offer of sponsorship.*

