



HEALTH CONSUMERS'
COUNCIL
YOUR VOICE ON HEALTH

PATIENT EXPERIENCE WEEK EVENT SERIES

Perth WA | April 28-29 2016



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For more information, visit www.hconc.org.au or
call (08) 9221 3422
#hconcwa_PatientExpWk16

PATIENT EXPERIENCE WEEK EVENT SERIES

SPONSORSHIP OPPORTUNITIES

Patient Experience Week Sponsorship Packages	\$9,000	\$5,000	\$2,500
Sponsorship of all events including PXW Event Series Launch	✓		
Speaking Opportunity at PXW Event Series Launch (3minute introduction)	✓		
Sponsor logo featured prominently on official Patient Experience Week (PXW) poster	✓		
Sponsor logo included on official Patient Experience Week poster	See above	✓	✓
Sponsor promotional material included in show bags	3 items	2 items	1 item
Company logo on Health Consumers' Council (HCC) Event promotional flyers and brochures	✓	✓	
Sponsorship of participant lunches for Lunchbox Sessions		✓	
Company logo to appear on title slides for all sessions	✓		
Advertisement in A5 PXW Event Series Launch program	Inside cover	½ page	¼ page
Acknowledgment at opening and closing ceremonies, and key events	✓	✓	✓
Advertisement banner on home page of PXW and HCC websites	✓		
Company acknowledgement / logo on PXW and HCC homepages	With click through	✓	
Company acknowledgement / logo on PXW and HCC websites Partners pages	With click through	With click through	✓
Acknowledgement of company in all HTML email marketing campaigns and event listings on HCC website	Prime logo placement	Logo and link	Link to website
Promotion of sponsorship of PXW on social media networks	✓	✓	✓
Acknowledgement in all Media Releases relating to PXW	✓	✓	✓
Company logo to appear in HCC Publication "Health Matters"	✓	✓	✓
Promotional flyer distributed for each events	✓	✓	✓
Editorial in PXW Event Series Launch program	Full page	Half page	
Company description and logo in Launch program	✓	✓	✓
Prominent display of signage at opening event	2 banners	1 banner	
Prominent display of signage at all key PXW events	✓	✓	✓
Company logo included on venue signs	✓		
Trade display in prime location at key events	✓	✓	
Table with promotional materials at PXW Event Series Launch	✓		
Free entry at all key Patient Experience Week events including Launch and HCC Health Consumer Excellence Awards	4 people	2 people	1 person
VIP parking for one organisation representative at all events	✓		
Reserved parking for one organisation representative at all events		✓	✓
VIP seating for two organisation representatives	✓		
Reserved seating for two organisation representatives		✓	
Exclusive entry to VIP function prior to Health Consumer Excellence Awards	4 people	2 people	1 person

SPONSORSHIP OPTIONS

Health Consumers' Council (WA) Inc invite you to become a sponsor of the Patient Experience Week Event Series

Does your organisation have an interest in promoting health and wellbeing in WA? Do you need to connect with decision makers and service providers of health in WA? Then this is the Event Series for you!

About Health Consumers' Council (WA) Inc

Health Consumers' Council (WA) Inc (HCC) is an independent voice, advocating for patients in Western Australia. It offers a unique perspective on health policy and service delivery matters. HCC receives funding from State and Commonwealth agencies and comments publicly on all issues affecting health.

What is Patient Experience Week?

Patient Experience Week is an initiative of the Beryl Institute. The Beryl Institute definition of Patient Experience Week is an annual event to celebrate healthcare staff impacting patient experience every day. Inspired by members of the Institute community, Patient Experience Week provides a focused time for organisations to celebrate accomplishments, re-energise efforts and honour the people who impact patient experience every day. From nurses and physicians, to support staff and executive professionals, to patients, families and communities served, the Institute hopes to bring together healthcare organisations across the globe to observe Patient Experience Week. (The Beryl Institute)

HCC Patient Experience Week Event Series

The inaugural Health Consumers' Council Patient Experience Week Event Series will be held on April 28 and 29, the final two days of Patient Experience Week (April 25-29), 2016. To coincide with the global focus of Patient Experience Week, the Event Series is about 'Connecting for the Patient Experience - We are ALL the patient experience'. HCC aligns with the growing evidence that when health care staff focus on the needs and wishes of the patient and meaningfully connect with the patient, their family and carers, both the patient experience and the health care staff experience not only improves but can be an exceptional mutual experience. Health consumers who sit on hospital and health care organisation boards and committees, as consumer advisors or consumer representatives, have an important patient experience role to play by assisting health care staff to understand the patient, family and carer perspective.

The Event Series will begin with the Launch and will run for two full days. The program includes 9 sessions (please see program for full details). Concluding with the Annual Health Consumer Excellence Awards, an event not to be missed. The Event Series will be held at the Boulevard Centre, 99 The Boulevard, Floreat WA.

Sponsors and exhibitors will have access to: Researchers and policy makers with a particular interest in Health and Health Consumer Engagement; CEOs and executives of hospitals in Australia & abroad; clinical leaders and staff; medical, nursing and allied health professional's; and representatives of Not-for-profits in the health and welfare sectors.

Your organisation will also receive benefits through media and political exposure and online links with the Health Consumers' Council. A range of sponsorship opportunities are available and it is hoped your organisation will benefit from a close association with the Event Series. The outcomes from this WA event will have an ongoing influence on health policies that affect patients in Western Australia.

HEALTH CONSUMER EXCELLENCE AWARDS SPONSORSHIP OFFER

\$500 will buy you naming rights for an Award Category, as listed below

Patient Experience Week will close with the annual Health Consumers' Council Health Consumer Excellence Awards. Since 1997 the Health Consumers' Council has been celebrating the achievements of the unsung heroes in WA Health, from the administrator to the clinician and to recognise health consumers that go out of their way to make a difference. Nominations are now open and close end of business April 15, 2016.

To download the nomination package please go to: www.hconc.org.au/get-involved/patient-experience-week or call (08) 9221 3422.

Category 1: Health Organisation Award

This category is for working effectively with consumers to improve services. The Award recognises health organisations that demonstrate an ongoing partnership with health consumers to improve health outcomes and/or the patient experience. Evidence of this in the form of feedback letters from patients and/or measures (KPIs, goals, objectives) will help support the organisation's candidacy.

Category 2: Health Professional Award

This category is for demonstrating excellence in patient care. The Award recognises health professionals who demonstrate ongoing commitment to improving health outcomes and/or the patient experience. Evidence of this in the form of feedback letters from patients and/or measures (KPIs, goals, objectives) will help support the health professional's candidacy.

Category 3: Health Consumer Award

This category is for demonstrating excellence in contributing to the improvement of the patient experience. It recognises a health consumer who demonstrates commitment to improving health outcomes and/or the patient experience. Evidence of this in the form of feedback letters from consumers/patients/health professionals will help support the health consumer's candidacy.

Category 5: Aboriginal/Torres Strait Islander Health Award

This award is to acknowledge outstanding service to Aboriginal/Torres Strait Islander health consumers. The candidate(s) is an Aboriginal/Torres Strait Islander person and can be a health professional, consumer, or other individual. Evidence of this in the form of feedback letters from consumers/patients/health professionals will help support the nomination.

To make inquiries regarding these sponsorship opportunities, please contact:

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