7th Annual
World Patient Safety, Science & Technology Summit

Sponsorship Opportunities
January 18-19, 2019 | Huntington Beach, California

Co-conveners:

American Society of Anesthesiologists
European Society of Anaesthesiology

Founder:
Masimo
Benefactor:
Medtronic
Within six years, over 4,598 healthcare organizations full of compassionate caregivers, bold entrepreneurs, and wise leaders from across the world made Commitments to the Patient Safety Movement Foundation’s mission; to eliminate preventable patient deaths in hospitals across the world. These sustainable Commitments will transform what was once a vision into a reality, serving as a catalyst that will galvanize the healthcare system as a whole.

We now convene for the 7th year at the annual World Patient Safety, Science & Technology Summit where our vision originated, bringing the world’s leading patient safety front runners across the continuum of care, together, to share ideas and discuss solutions.

With your help, support and commitment, we have been able to save over 69,519 lives.

Your sponsorship now will directly impact our goal of ZERO preventable deaths and aid us in facilitating a venue for education for all stakeholders to advance patient safety goals by sharing their knowledge with one another, strategically planning for actionable processes, and empowering institutions to implement actionable solutions. By presenting each critical patient safety challenge with a solution that’s both actionable and effective, we will see an end in sight for these preventable tragedies.

This Movement began six years ago because of a multidisciplinary group of individuals’ vision, leadership, and action. As we advance closer to ZERO each year, collectively taking action-oriented and scientific steps that impact the healthcare community and effectuate change, we will transform healthcare across the world.

Help us spread the word, grow the movement, and save lives by joining us as partners and sponsoring the 2019 World Patient Safety, Science & Technology Summit. Your sponsorship is an opportunity to be a part of something meaningful. ZERO is possible, but only with your help.

With profound appreciation,

Joe Kiani
Founder & Chairman
The Patient Safety Movement Foundation is committed to eliminating over 200,000 preventable patient deaths in the U.S. and over 4.8 million globally.

TOGETHER WE WILL REACH ZERO PREVENTABLE DEATHS

The PSMF is a commitment-based organization that connects the dots between people, ideas, and technologies that are traditionally siloed in our healthcare system. We encourage commitments from healthcare organizations to implement actionable patient safety solutions and pledges from healthcare technology companies to share their data. Together we will:

1. Unify the healthcare ecosystem (hospitals, healthcare technology companies, government agencies, policy makers, patient advocates, clinicians, engineers, payers, etc.)
2. Identify the challenges that are killing patients to create actionable solutions (Actionable Patient Safety Solutions)
3. Ask hospitals to implement Actionable Patient Safety Solutions (APSS)
4. Ask healthcare technology companies to share the data their devices generate in order to create a Patient Data Super Highway to help identify at-risk patients
5. Promote transparency and aligned incentives
6. Promote patient dignity & love
7. Educate providers, health professionals in training, patients, and families about patient safety

ONE PLUS 81,532 LIVES SAVED

At our 2018, 6th Annual World Patient Safety, Science & Technology Summit in London, we announced over 4,598 hospitals and 83 healthcare technology companies made public commitments to ZERO, resulting in 81,533 lives saved.

We say “one plus 81,532” because it is important to remember that our commitment is to every life saved, not to the elimination of a statistic. We are extremely proud of our progress to date and prouder still that the world will be enriched by 81,533 more of our loved ones this year.

Achieving ZERO will require these numbers to grow exponentially each year, so we implore you to take action.
2013
Lives Saved: 63
Hospitals: 51
Health Tech: 9

2014
Lives Saved: 603
Hospitals: 100
Health Tech: 38

2015
Lives Saved: 6,571
Hospitals: 515
Health Tech: 40

2016
Lives Saved: 24,643
Hospitals: 1,624
Health Tech: 45

2017
Lives Saved: 69,519
Hospitals: 3,526
Health Tech: 69

2018
Lives Saved: 81,533
Hospitals: 4,598
Health Tech: 83

* Numbers are based on data provided by committed hospitals.
The World Patient Safety Science & Technology Summit is an annual educational event that brings together the world’s leading patient safety frontrunners across the continuum of care to share ideas and discuss solutions to the leading challenges that cause preventable patient deaths in hospitals. The Summit is a forum for making connections with the right people, sparking practical, actionable and much needed solutions, and paving the way for thought leaders and visionaries to advance patient safety goals.

**Join us for the**

**2019 WORLD PATIENT SAFETY, SCIENCE & TECHNOLOGY SUMMIT**

**Featured Speakers from Past Summits**

**JOE KIANI**  
Founder and Chairman, Patient Safety Movement Foundation,  
Founder, Chairman, and CEO of Masimo Corporation

**PRESIDENT BILL CLINTON**  
Founder of the Clinton Foundation,  
42nd President of the United States

**VICE PRESIDENT JOE BIDEN**  
47th Vice President of the United States

**BOB CASEY**  
United States Senator for Pennsylvania

**TEDROS ADHANOM GHEBREYESUS**  
Director General,  
World Health Organization

**RT. HON. JEREMY HUNT MP**  
Secretary of State for Health,  
Department of Health, England

**PETER PRONOVOST, MD, PHD**  
Sr. Vice President for Patient Safety and Quality, Director of the Armstrong Institute for Patient Safety and Quality, Johns Hopkins Medicine

**PATRICK H. CONWAY, MD, MSC**  
Acting Administrator, Deputy Administrator for Innovation and Quality, Centers for Medicare and Medicaid Services

**VICE PRESIDENT JOE BIDEN**  
47th Vice President of the United States

**SHELDON WHITEHOUSE**  
United States Senator for Rhode Island

**Bob Casey**  
United States Senator for Pennsylvania

**Martin Bromiley**  
Chair, Clinical Human Factors Group

**Media Coverage**

- BBC
- EL PAÍS
- EPA European Pressphoto Agency
- Daily Mail
- Getty Images
- The Guardian
- Health Europa
- HSJ
- PA Press Association
- Sky
- Televisa
- The Times
WHY SUPPORT THE 2019 WORLD PATIENT SAFETY, SCIENCE & TECHNOLOGY SUMMIT?

Your support of the 7th annual World Patient Safety, Science & Technology Summit will sustain our vision of education globally to eliminate preventable deaths in hospitals across the world as well as amplify your organization’s presence as a leader and advocate for patient safety.

Your sponsorship will put your organization in the spotlight and will help connect you with Summit attendees, which includes healthcare professionals, healthcare technology companies, policymakers, pharmacists, media and patient advocates who are eager to find out more about your organization.

Sponsoring the 2019 World Patient Safety, Science & Technology Summit is a tangible way to showcase your commitment to ZERO and will play a significant role in helping us attain our objectives at an accelerated pace!

WHO ATTENDS THE WORLD PATIENT SAFETY, SCIENCE & TECHNOLOGY SUMMIT?

Typical Composition of Summit Attendees

Past Summit’s Attendee by Title
ORGANIZATIONS REPRESENTED AT THE 2018 SUMMIT

10th Dot
11 Health & Technologies Ltd.
A.C. Camargo Cancer Center
AARC
Agency for Quality and Accreditation in Healthcare and Social Welfare
Al Jalila Children’s Hospital
Alliance for Safety Awareness for Patients (ASAP)
Ambient Clinical Analytics
American Association for Respiratory Care
American Heart Association
Anesthesia Patient Safety Foundation
American Society of Anesthesiologists
ASPEN
Australian and New Zealand College of Anaesthetists
B-Line Medical
Baylor Scott & White Health Care
BBC News
BBC World News
Biovigil Hygiene Technologies
Boomtown Healthtech Accelerator
Boston Childrens Hospital
Brighton Collaboration Foundation
Cambridge University Hospitals
Cardinal Health
Carlos Slim Foundation
Chapman University
Chapman University School of Pharmacy
Childrens’s Hospital Colorado
CHPSO
ClearLine MD
Clinical Human Factors Group
Daily Mail
Daily Telegraph
Dartmouth-Hitchcock
Deb Group
DebMed
Department of Health and Social Care, England
Draegerwerk AG&Co. KGaA
Dubai Health Authority
Duke University School of Nursing
EHCO - The Electronic Hand Hygiene Compliance Organization, Inc.
El País
Environmental Health Project
European Commission
European Pressphoto Agency
European Society of Anesthesiology
Gauss Surgical
GE Healthcare
Geisinger Commonwealth School of Medicine
Global Network for Simulation in Healthcare
Gobierno del estado de Hidalgo
GRB Gesellschaft für Risik-Beratung
Guys and St. Thomas’
Halldale Media Group
Health Care Innovations
Health Europa Quarterly
Health Service Journal
Henry Ford Health System
Hospital Español
Hospital Quality Institute
IBSP
Inova Heart and Vascular Institute
Institute of Global Health Innovation, Imperial College London
Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán
Instituto Nacional de Psiquiatría Ramón de la Fuente Muñiz
Juarez Hospital of Mexico
Karolinska Institutet
Knobbe Martens LLP
Laerdal Foundation
Laerdal Medical/Laerdal Global Health
March of Dimes
Masimo Corporation
Masimo International
Matthew Syed Consulting
Medline
MedStar Health
MedStar Institute for Quality and Safety
Medtronic
Mexican Academy of Surgery
Mexican Federation of Anesthesiology Colleges
Ministry of Health, Mexico
National Accreta Foundation
National Coalition for Infant Health
NCPDP
Newborn Foundation
NHS England
Parrish Medical Center
Press Association
Providence St. Joseph Health
RightBio Metrics
Royal Philips
Safety Patient Foundation-Brazil
San Diego State University
Secretaria de Salud del Estado de Hidalgo
Securisyn Medical
SENSAR
SmartWard
Stanford University School of Medicine
Taiwan Patient Safety Culture Club
Televisa Mexico
The Bergendahl Institute, LLC
The Guardian
The Messina Group
The Sun
The Times
UKBB
Universitö della Svizzera italiana (USI)
University Hospital Frankfurt
University Hospitals Geneva Medical Center
University Of Rochester Medical School
University of Utah
University of Vermont Health Network
University of Vermont Medical Center
University of Washington
Central Vermont Medical Center
Vienna General Hospital/Vienna Medical University
Vizient, Inc
World Federation of Societies of Anaesthesiologists
World Health Organization
THANK YOU 2018 SUMMIT SPONSORS!

FOUNDER: Masimo®
Foundation for Ethics, Innovation & Competition in Healthcare

PRESENTING SPONSOR: Masimo®

BENEFACTOR: Medtronic®

CO-CONVENER: European Society of Anaesthesiology (ESA)

SUPPORTER: Department of Health

SPONSORS:

INova Health and Vascular Institute
Knobbe Martens Intellectual Property Law
Mallinckrodt Pharmaceuticals
MedStar Health Institute for Quality and Safety

PHILIPS
University of Vermont Medical Center
UPMC Life Changing Medicine

MEDIA SPONSORS:

Anesthesia News
HealthManagement.org
International Journal of Healthcare Management
Informa life sciences exhibitions

Medical Training Magazine
Nursing Management
PSQH Patient Safety & Quality Healthcare
The Patient Safety Movement Foundation invites your organization to sponsor the 7th annual World Patient Safety, Science and Technology Summit on January 18-19, 2019, in Huntington Beach, California. There are several sponsorship levels, each designed to maximize your involvement and exposure at the Summit. Regardless of your level of sponsorship, your support for the Patient Safety Movement Foundation’s annual event will greatly enhance the experience for Summit attendees, who are eager to improve patient safety and reduce preventable deaths from occurring in hospitals across the world. Customized benefits and packages are available by request.

### Select an Educational Sponsorship Level

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship</th>
<th>Benefits</th>
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</table>
| $1,000 | **SPONSOR A SUMMIT SEAT** | - Show your support for the Patient Safety Movement Foundation by sponsoring a seat at the World Patient Safety, Science & Technology Summit  
- The Patient Safety Movement Foundation will ensure every attendee is notified of their seats sponsor |
| $10,000 | **SOCIAL MEDIA WALL SPONSOR** | - Prominent logo placement and company name front-and-center on the social media wall  
- ¼ Page color advertisement in event program and logo placement on website and in event app  
- 1 complimentary invitation to the Chairman’s private reception |
| $5,000 | **BREAK SNACK SPONSOR** | - Prominent logo placement and recognition on snack tables visible to attendees during event intermissions  
- Acknowledgement in Summit program and logo placement on website and in event app  
- 1 complimentary invitation to the Chairman’s private reception |
| $10,000 | **BREAK REFRESHMENTS SPONSOR** | - Prominent logo placement and recognition on refreshment tables visible to attendees during event intermissions  
- Acknowledgement in event program and logo placement on website and in event app  
- 1 complimentary invitation to the Chairman’s private reception |
### SUMMIT SPONSORSHIP OPPORTUNITIES

**Select an Educational Sponsorship Level**

<table>
<thead>
<tr>
<th><strong>$15,000</strong></th>
<th><strong>$25,000</strong></th>
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<tbody>
<tr>
<td><strong>CHAIRMAN’S RECEPTION SPONSOR</strong></td>
<td><strong>PATIENT VIDEO SPONSOR</strong></td>
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<tr>
<td>• Branding recognition on signage and materials relating to the exclusive Chairman’s Reception held on the first evening of the Summit</td>
<td>• Logo placement on the PSMF’s featured patient story video. <em>Patient videos are not only featured at the Summit event, but posted on the Patient Safety Movement Foundation’s website, shared through social media platforms, and available for viewing on YouTube. To learn more about the Patient Safety Movement Foundations patient stories and videos, visit <a href="http://patientsafetymovement.org/patient-stories/stories/">http://patientsafetymovement.org/patient-stories/stories/</a></em></td>
</tr>
<tr>
<td>• ¼ Page color advertisement in event program and logo placement on website and in event app</td>
<td>• ½ Page color advertisement in event program and logo placement on website and in event app</td>
</tr>
<tr>
<td>• 1 complimentary invitation to the Chairman’s private reception</td>
<td>• 2 complimentary invitations to the Chairman’s private reception</td>
</tr>
<tr>
<td>• 1 complimentary registration (<em>valued at $1,000</em>) to the Summit</td>
<td>• 2 complimentary registrations (<em>each valued at $1,000</em>) to the Summit</td>
</tr>
<tr>
<td>• Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn).</td>
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<th><strong>EVENT APP SPONSOR</strong></th>
<th><strong>MEDIA ROOM SPONSOR</strong></th>
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<tbody>
<tr>
<td>• Premier branding and logo placement in the Summit’s mobile event app</td>
<td>• Branding recognition on all signage and materials relating to the Media Ready Room, a gathering room dedicated to media covering the Summit</td>
</tr>
<tr>
<td>• Prominent logo placement on signage and materials relating to the Summit event app</td>
<td>• ¼ Page color advertisement in event program and logo placement on website and in event app</td>
</tr>
<tr>
<td>• ¼ Page color advertisement in event program and logo placement on website and in event app</td>
<td>• 2 complimentary invitations to the Chairman’s private reception</td>
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SUMMIT SPONSORSHIP OPPORTUNITIES

Select an Educational Sponsorship Level

$50,000

DINNER SPONSOR

- Recognition on all signage and materials as they relate to the Summit’s grand dinner party.
- Full Page color advertisement in event program and logo placement on website and in event app
- 3 complimentary invitations to the Chairman’s private reception
- 3 complimentary registrations (each valued at $1,000) to the Summit
- Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn).
- Logo placement on Summit stage

$75,000

PATRON SPONSOR

Customized benefits available by request

- Premium sponsorship recognition as well as logo placement on event materials (notepads, signage, etc.)
- Full Page color advertisement in event program and logo placement on website and in event app
- 4 complimentary invitations to the Chairman’s private reception
- 4 complimentary registrations (each valued at $1,000) to the Summit
- Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn).
- Premier logo placement on Summit stage

$100,000

PRESENTING SPONSOR

Customized benefits available by request

- The highest sponsorship recognition as well as premier logo placement at the Summit and on event materials (notepads, signage, etc.)
- Full Page color advertisement in event program and logo placement on website and in event app
- 10 complimentary invitations to the Chairman’s private reception
- 10 complimentary registrations (each valued at $1,000) to the Summit
- Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn).
- Premier logo placement on event stage
### $5,000-10,000

**Silver Media Sponsor**

As Silver Media Sponsor, you have the choice of donating $5k worth of in-kind advertisements or editorial, including advertorial or media coverage, in your publication, or providing a check for $5k. You will receive benefits as a sponsor, detailed below.

- Acknowledgement in event program
- 1 complimentary invitation to the Chairman’s private reception
- Logo placement on website

### $10,000-20,000

**Bronze Media Sponsor**

As Bronze Media Sponsor, you have the choice of donating $10k-20k worth of in-kind advertisements or editorial, including advertorial or media coverage, in your publication, or providing a check for $10-20k. You will receive benefits as a sponsor, detailed below.

- ¼ Page color advertisement in event program
- 1 complimentary invitation to the Chairman’s private reception
- Logo placement on website
- Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn)

### $20,000-40,000

**Gold Media Sponsor**

As Gold Media Sponsor, you have the choice of donating $20-40k worth of in-kind advertisements or editorial, including advertorial or media coverage, in your publication, or providing a check for $20-40k. You will receive benefits as a sponsor, detailed below.

- ½ page color advertisement in event program
- 1 complimentary registration (valued at $1,000) to the Summit
- 1 complimentary invitation to the Chairman’s private reception
- Logo placement on website
- Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn)

### $40,000 +

**Platinum Media Sponsor**

As Platinum Media Sponsor, you have the choice of donating $40,000k or more worth of in-kind advertisements or editorial, including advertorial or media coverage, in your publication, or providing a check for $40k or higher. You will receive the highest media sponsorship recognition as well as premier logo placement at the Summit. Platinum Media Sponsor benefits detailed below.

- Full page color advertisement in event program
- 2 complimentary registrations (each valued at $1,000) to the Summit
- 2 complimentary invitations to the Chairman’s private reception
- Logo placement on website
- Special mention on the PSMF’s social channels (Facebook, Twitter, LinkedIn)
A Note to Summit Sponsors

• Sponsors cannot influence the Summit’s programming in any way

• Sponsor logos will be uniform in size regardless of their donation amount and may be displayed in various locations: Summit program, monitors at registration, in lobby/foyer, etc.

• Sponsors must register VIPs that are attending the Summit under their sponsorship agreement in advance of the event. Sponsors may not send individuals from their organization unannounced. Names must be submitted by December 1, 2018 to be considered for registration.

Sponsor Limitations

The following will not be offered to our Summit Sponsors:

• The right to influence who or what appears onstage at the Summit

• The right to influence who can attend the Summit

• Product endorsements or advertisements

Please Contact:

Clairre C. Abeyratne • Program & Event Coordinator
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