

2009 Health 2.0

**USER-GENERATED
HEALTHCARE**
San Francisco October 6–7, 2009

Health 2.0's tag line of 'user-generated healthcare' contains the germ of a compelling idea—patients are using new tools to guide their own care. The Health 2.0 Conference is now the leading showcase of cutting edge technologies in health care, including online communities, search and consumer tools. In October 2008 over 1,000 attendees witnessed new product launches, debated the future role of consumers, providers & policy makers, met dozens of compelling exhibitors, saw over 100 demos, and also networked at several great parties.

The next Health 2.0 conference will be held October 6th and 7th in San Francisco at the Concourse Exhibition Center. With nearly a hundred speakers and plenty of new demos

and technologies on display on stage and in the exhibit hall, you'll get a sweeping overview of the ways that information technology and the web are changing health care. We'll be looking at the "traditional" Health 2.0 areas like vertical search, online social networks, and tools for consumers. But the conference will also be focusing on how new technologies are connecting patients and clinicians, and examining the impact of Health 2.0 technologies on patients' lives.

We expect more than 1000 attendees from across the health care industry to gather in San Francisco. If you want to expose your technology or service to this forward thinking group, read on for information about the program, and sponsorship and exhibiting opportunities.

ABOUT

Health 2.0

Matthew Holt and Indu Subaiya collaborated to organize the first Health 2.0 conference in September 2007 in San Francisco. Now four conferences on, Health 2.0 has become the place to see and be seen for the leaders in health care technology. Health 2.0 has been featured in the New York Times, the Washington Post, the San Francisco Chronicle, the Huffington Post, on CNN, CBS News, and in the healthcare trade press. The Washington Post called the conference "...a high-energy gathering of great minds ..." iHealthbeat described Health 2.0 by saying: "It's not a noun, it's a verb. A movement." And last spring, #health2con was second only to Earthday as the most popular Twitter hashtag.

CONFERENCE DETAILS

Event Metrics

ATTENDEES: 1,000 plus

VENUE: San Francisco Concourse
Exhibition Center

DATE: October 6-7, 2009

Attendee Breakdown

Tech 24%

New Media 15%

Health Plans 17%

Professional services 10%

Pharma & Med Device 12%

Hospitals 10%

Finance 8%

Govt. & Academic 4%

Attendees mostly from US but also from 15 other countries.

Health 2.0: User-Generated Healthcare Agenda Highlights:

Here's an overview of the sometimes controversial, always engaging content you'll see!

The Consumer Aggregators are back - Hear the latest from WebMD, Google Health and Microsoft. Look out for interesting additions on the "Aggregators" panel.

Data Drives Decisions: discover how Health 2.0 is changing clinical research and clinical decision making. We'll have a panel with leading exponents showing how Health 2.0 observational data is being integrated with emerging clinical data sets.

"Cats vs. Dogs" - You might have read Matthew Holt's piece on different philosophies and approaches to health IT reform and health data transmission. Discover how [or if!] the consumer's role will be integrated in "meaningful use", what the underlying issues are and why all of it matters from a star studded panel of entrepreneurs and policy makers.

Clinical Groupware and the next generation of clinician-patient interaction tools. Remote care, virtual visits, online diagnostic tools - find out how lightweight, emerging technologies are transforming clinician-clinician as well as clinician-patient interactions.

The Patient is In - Hear directly from epatients and patient advocates about the role of technology in living with a health condition and both the successes and challenges in making the healthcare system more consumer-centric. This panel will include a unique video project looking at the impact of Health 2.0 tools and communities on patient outcomes.

Health Plans and Health 2.0 - Hear about novel offerings from health plans that are making strides in engaging consumers. Is it working? How will policy impact the role of commercial plans moving forward?

Also...

- Our well-received **Interviews with 3 CEOs**
- A **Patient Tools Panel** showing the result of several Health 2.0 Accelerator projects
- **Launch!** will introduce several brand new technologies

Here are just a few of the great speakers you will hear from...

Keynote speaker: Aneesh Chopra (Invited). **Speakers:** Chris Schroeder (*Health Central*), Jeff Goldsmith (*Health Futures Inc.*), Alexandra Drane (*Eliza*), Adam Bosworth (*Keas*), Gilles Frydman (*ACOR*), Peter Neupert (*Microsoft*), Wayne Gattinella (*WebMD*), Sameer Samat (*Google Health*), Jay Parkinson (*Hello Health*), Roy Schoenberg (*American Well*), Jonathan Bush (*AthenaHealth*), David Kibbe (*AAFP*), Jane Sarasohn-Kahn (*ThinkHealth*), Brian Klepper (*Health 2.0 Advisors*), Matthew Holt (*Health 2.0*), Indu Subaiya (*Health 2.0*).



Health 2.0 co-founders Matthew Holt and Indu Subaiya



People gather to see a demo at the 2009 Boston Conference



A passionate crowd wrestles with the issues at the Health 2.0 Unconference session



Ted Eytan & Anna-Lisa Silvestre of Kaiser Permanente

Selected Health 2.0 Conference Sponsors... past, present and future



Selected Presenters

More than 200 people have presented and demoed at the four Health 2.0 Conferences. Just a few of these stellar presenters include:

Esther Dyson, Edventure
David Brailer, Health Evolution Partners
Missy Krasner, Google
Wayne T. Gattinella, WebMD
Stefanie Fenton, Intuit
Peter Neupert, Microsoft
Michael Yang, Yahoo!
Venky Harinarayan, Kosmix
John Wennberg, Dartmouth
West Shell, Healthline
Daniel Palestrant, Sermo
Doug Solomon, IDEO
Ben Heywood, Patients Like Me
Steve Krein, Organized Wisdom
Susannah Fox, Pew Internet Project
Jay Parkinson, Myca
Eric Langshur, Carepages
Joe Gifford, The Regence Group
Thomas Goetz, Wired
Jack Barrette, WeGoHealth

Brian Loew, Inspire
Paul Wallace, Kaiser Permanente
David Kibbe, AAFP
Roy Schoenberg, American Well
Clay Shirky, Author, Here Comes Everybody
Mark Bertolini, Aetna
Robert Kolodner, ONC
Jonathan Bush, AthenaHealth
Kerry Hicks, Healthgrades
David Lansky, PBGH
Don Kemper, Healthwise
Kevin Noland, ADAM
John Halamka, BIDMC
ePatient Dave Bronkart, ePatients.net
Adam Bosworth, Keas
John Vander Meulen, HealthMedia
Scott Shreeve, CrossOver Health
Tom Eng, Healia
Sidna Tulledge-Scheitel, Mayo Clinic
Jerry Kane, Boston College

Health 2.0 Sponsorship Levels

	PASSES	EXHIBIT	PROGRAM	MARKETING	FEE
Flagship	20	Booth Space or Table	Full-Page Advert	Exclusive reception host, access to attendee list, prominent signage, keynote intro, podium mention, plus additional perks. Logo on the website, marketing emails, program & t-shirts.	\$75,000
Opening Reception Party	10 (full) 5 (partial)	Booth Space or Table	Full-Page Advert	Exclusive opening event host, access to attendee list, prominent signage, podium mention. Logo on the website, marketing emails, program & t-shirts.	\$50,000 (full) \$25,000 (partial)
Lunch Break	7	Booth Space or Table	Full-Page Advert	Access to attendee list, lunch intro, lunch signage, podium mention. Logo on the website, marketing emails, program & t-shirts.	\$25,000
Breakfast	6	Booth Space or Table	Full-Page Advert	Access to attendee list, breakfast intro, breakfast signage, podium mention. Logo on the website, marketing emails, program & t-shirts.	\$20,000
Deep Dive	2	Table	Full-Page Advert	Room for 35-minute demo, access to attendee list, podium mention. Logo on the website, marketing emails, program & t-shirts.	\$15,000
Platinum	5	Booth Space or Table	Full-Page Advert	Access to attendee list, podium mention. Logo on the website, marketing emails, program & t-shirts.	\$15,000
Gold	3	Table	Half-Page Advert	Logo on the website, marketing emails, program & t-shirts.	\$10,000
Silver/ Exhibitor	1	Table	Logo	Logo on the website, marketing emails, program & t-shirts.	\$5,000
Breakouts	1	--	Logo	Introduce one of the popular breakout sessions. Logo on the website, marketing emails, program & t-shirts.	\$5,000

More Ways to Get Noticed...

OPTION	DESCRIPTION	FEE
Cocktail Hour	Go ahead. Have a drink. And buy one for everyone else at the conference. You'll be the host of the always popular networking session and cocktail party. Includes 2 passes. Logo on the website, marketing emails, program & t-shirts.	\$15,000 (limit 2)
Launch!	Weigh in on the selection of which companies and products will be debuted for the first time ever at the conference. Includes 2 passes, introduction of the Launch! session. Logo on the website, marketing emails, program & t-shirts.	\$10,000 (limit 2)
Physicians Showcase	2 passes, logo on website, program & marketing emails. Introduce this brand new session debuting at the Fall conference, that will be focused on Health 2.0 tools and aimed at physicians practices.	\$10,000 (limit 1)
Massage Bar	Sponsor a massage station. We'll arrange a tremendous masseuse who'll wear your logo and give massages next to your sign. Conference attendees will love you for it. Includes 2 passes. Logo on the website, marketing emails, program & t-shirts.	\$7,500
Wi-fi Lounge	Underwrite Wi-Fi access for the entire conference. Includes 2 passes. Your logo will be seen on the splash page as well as our website, marketing emails, program & t-shirts.	\$7,500
Networking Break	2 passes, logo on website, program & marketing emails. Get maximum exposure at the conference for the best price and everyone will be impressed!	\$7,500
Audience Interaction System	Sponsor the audience interaction technology we use to survey attendees and participants. You will be acknowledged from stage and in the program. Includes 2 passes. Logo on the website, marketing emails, program & t-shirts.	\$7,500
Social Networking	Sponsor the online conference social network -- have your ad displayed when conference attendees connect with each other for the next six months. Includes 2 passes. Logo on the website, marketing emails, program & t-shirts.	\$7,500
Panel Sponsor	Get front and center on the main stage and introduce one of the panels. Along with your one minute in the sun, includes 2 passes, logo on the website, marketing emails, program & t-shirts.	\$7,500
Coffee Break	Have your name on the coffee cups, or buy the snacks and the ice cream. The attendees will see your name and be grateful. Includes 1 pass. Logo also on the website, marketing emails, program & t-shirts.	\$5,000 (limit 6)

Sponsor Relations Contact

For more information on ordering details and additional opportunities with the Health 2.0 Conference, kindly contact Hillary McCowen at hillary@health2con.com