

REGISTER TODAY

**FLAACOs**



Fall 2014 Conference  
September 29-30  
One Ocean Resort & Spa  
Atlantic Beach, Florida

Go to [www.FLAACOs.com](http://www.FLAACOs.com) to register for the conference today

# THIS IS BIG

BIG themes, BIG networking opportunities,  
BIG focus on existing ACOs, BIG support for future ACOs,  
BIG payoff in content, tools & takeaways:  
FLAACOs is your BIG chance to gear up for what lies ahead.



# BIG

# REGISTER

## REGISTER TODAY

One Ocean Resort & Spa  
Atlantic Beach - September 29-30, 2014

The Florida Association of Accountable Care Organizations (FLAACOs) conference is the premier professional development and networking opportunity for Florida ACOs. The goal of this conference is to enhance the skills and knowledge of FLAACOs members, build community relations, organize members, advocate for new and existing ACOs and help our members do their jobs better.

FLAACOs is designed to explore best practices and opportunities for increasing patient care while expanding product market share within these quality and value driven healthcare systems. Through case studies, panels, spotlight presentations and various networking opportunities, the FLAACOs conference will cultivate and enhance relationships with accountable care organizations.

ASK THE  
EXPERTS

IMPROVING  
OUTCOMES

HOT TOPICS IN  
ACCOUNTABLE CARE

EMERGING  
TRENDS

ACO  
INNOVATIONS

ACO-INDUSTRY  
COLLABORATION



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# ATTEND

## REASONS TO ATTEND

Gain a better understanding of the Florida accountable care marketplace and how healthcare delivery is changing for millions of patients

Learn from other ACO executives how to overcome challenges and uncover opportunities that will impact your business

Maximize your opportunity to network, build relationships, and get your questions answered by ACO experts

Participate in thought-leading discussions to enhance and/or develop your organization's strategy to interact with ACOs

Collaborate with industry leaders in Florida about solution-focused strategies

## WHO WILL ATTEND

The FLAACOs conference was designed specifically for the following individuals working in Care Management:

Florida ACOs

Interested in joining an ACO

Hospital and Community Hospitals

Physician Groups

Independent Physicians

Clinical & Business Intelligence

Clinical Engineering & IT

Connected Patient

Emerging Professionals

Federal Health

Health Information Exchanges



INDUSTRY  
LEADERS

Innovation

Management Engineering

Process improvement

Nursing Informatics

Provider-Payer

Senior Executive

Usability Community

Full-Time Students

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# AGENDA

## Sunday, September 28

Evening      Exhibitor Move-In/Set-Up

## Monday, September 29

Morning      Conference Sessions & Vendor Briefings

Afternoon      Breakouts & Vendor Briefings

Evening      Cocktail Reception

Evening      Sip & Stop – Area Dine Around



## Tuesday, September 30

Morning      Conference Sessions & Vendor Briefings

Afternoon      Golf Excursion and Spa Retreats

## Topics

Payer Movements Into The Provider Space: Augmenting The Movement Of Valued Based Integrated Payments

Value of PCMH in Advancing the ACO Model to Achieve Triple Aim

Closing Care and Wellness Gaps by Managing Quality Metrics

Maximizing Benchmarks for Front-End Revenue

ACO Strategies for Operationalized Care Coordination

Bringing Value Based Models to Medicaid

Maximizing Revenue in an ACO Beyond Medical Cost Management

What's Next – Beyond Transformation from Fee for Service to Fee for Value

Reducing Oncology Expenditures with an ACO

From the Care Continuum Alliance to the Population Health Alliance

ACO Shared Savings using Value-Based Commercial Contracting

Payer Movements Into The Provider Space: Augmenting The Movement Of Valued Based Integrated Payments

Value of PCMH in Advancing the ACO Model to Achieve Triple Aim

Closing Care and Wellness Gaps by Managing Quality Metrics

Maximizing Benchmarks for Front-End Revenue

ACO Strategies for Operationalized Care Coordination

Bringing Value Based Models to Medicaid

# FEEES

## CONFERENCE REGISTRATION

Registration	Before June 30	After July 1
FLAACOs Member	\$350.00	\$400.00
Individual Non-Member	\$450.00	\$500.00
Full-Time Student	\$150.00	\$175.00
Sponsor (Registration for Platinum, Gold, Silver and Exhibitor Sponsors)	\$150.00	\$200.00

For more information, please call 904.485.0590 or email at [mrudowitz@flaacos.com](mailto:mrudowitz@flaacos.com).

## HOTEL INFORMATION

### One Ocean Resort & Spa September 29-30, 2014

One Ocean Resort and Spa

1 Ocean Blvd

Atlantic Beach FL 32223

Ph 800.874.6000

Website [www.oneoceanresort.com](http://www.oneoceanresort.com)

### **Deluxe Ocean View**

\$179.00 plus resort/tax fees

Space is limited; Reserve today

All hotel charges are the responsibility of the registrant

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# SPONSOR

## SPONSORSHIP OPPORTUNITIES

Thank you for your interest in our upcoming FLAACOs Conference. FLAACOs hosts the premier conference for ACO professionals in the state. FLAACOs is dedicated to advancing the professional development of its members and strives to provide cutting-edge education, information, and tools.



Florida's ACOs invest millions of dollars each year in products and services for their physicians and patients, making the FLAACOs Conference and Vendor Expo the most attractive showcase for healthcare exhibitors in Florida. This annual event brings together approximately 500 professionals, the majority of who are purchasing decision-makers. Exhibitors can network with existing customers and gain access to potential new clients.

We invite you to participate as an exhibitor or sponsor for the FLAACOs Fall Conference and Vendor Expo. This conference will offer business meetings, educational seminars for professional development, networking and social opportunities, and a forum for healthcare suppliers to showcase their goods and services. FLAACOs allows you to directly showcase your products and services to hundreds of health care professionals, build brand awareness and position your business as a leader within the Florida healthcare industry. This vendor expo will be held in conjunction with our Fall Conference, where representatives from healthcare agencies throughout the state will come to network with colleagues, attend educational seminars, and visit exhibit booths. Exhibiting at this conference will be your best opportunity to be placed among the recognized leaders in the highly specialized healthcare industry.



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# OPTIONS

## SPONSORSHIP LEVELS

FLAACOs offers four levels of conference sponsorship. For more information, please contact the [FLAACOs Event Coordinator](#) at [904.485.0590](tel:904.485.0590) or by email at [mrudowitz@flaacos.com](mailto:mrudowitz@flaacos.com).

Sponsorships are available on a first-come first-served basis subject to the order in which reservation and payment is received. FLAACOs reserves the right to add or modify the number of sponsorship opportunities and review any exhibitor and/or sponsorship application to ensure appropriateness for our intended audience and support of our mission.

Now thru June 30<sup>th</sup>  
FLAACOs Business  
Partners save \$425  
on Platinum, Gold,  
Silver and Exhibit  
Sponsorship Levels.

### Package Options

- \$7,500 - Platinum Sponsorship
- \$5,000 - Gold Sponsorship
- \$2,500 - Silver Sponsorship
- \$850 – Associate (Exhibit Only)

## WHY EXHIBIT

- We offer 6 hours of trade show time plus unique strategies to draw attention
- Receive access to educational sessions and discounted rates on continuing education
- Make one-on-one contact with qualified buyers in your market, building trust, long term relationships and sales
- Build brand awareness by putting your product or service front and center at the state's premier event
- Demonstrate how your product or service cuts costs, improves operational effectiveness and commands attention from buyers
- Break into new markets and territories with qualified leads
- Stay up-to-date on changes in the industry and changes made by your competition
- Position your product or service for maximum impact

# PLATINUM

## PLATINUM SPONSORSHIP - \$7500 (only 3 remaining)

- Sponsored Luncheon and opportunity to setup a table top display within the luncheon area
- Sponsorship and Introduction for keynote speaker and the opportunity to setup a table top display within the presentation room
- Corporate Logo on Giveaway item that is given to all attendees upon check-in
- Your Company Logo included in looping presentation between conference sessions
- Free Trade Show Booth and preferential space -- as space allows
- Free Full-page Ad and Company Logo included in our printed Conference brochure
- Your Company Logo and link on our Conference website
- Your Company Logo and link on all email correspondences related to the conference
- Free Full-page Ad and Company Logo (on cover) included in our Handout Binders
- Free participation and preferential space in our Product Demo Happy Hour
- Two additional booth staffers permitted to participate in the trade show for free, totaling 3 complimentary booth staffers
- Your Company Logo on 4 printed Signs onsite
- Your Company Logo on printed sign-in attendee rosters
- Distribution of Your Company's marketing flyer to all attendees
- Recognition of Sponsorship in Trade Show Directory
- Opportunity to have a representative assist FLAACO's staff and Board with attendee registration area. (priceless exposure and brand awareness opportunity!) You are welcome to distribute your own marketing materials as space allows at the sessions you assist with. (priceless exposure and brand awareness opportunity!)
- First opportunity to schedule rooms for private meetings

# GOLD

## GOLD SPONSORSHIP - \$5000 (only 6 remaining)

- Sponsored conference break including food/beverages
- Sponsorship and Introduction of 1 general session speaker and the opportunity to setup a table top display within the presentation room
- Corporate Logo on Giveaway item that is given to all attendees upon check-in
- Your Company Ad/Slide and logo included in looping presentation between conference sessions
- Free Trade Show Booth -- as space allows
- Your Company Logo and link on our Conference website
- Your Company Logo and link on all email correspondences related to the conference
- Distribution of Your Company's marketing flyer to all attendees
- Your Company Logo included in our printed Conference brochure
- One additional booth staffers permitted to participate in the trade show for free, totaling 2 complimentary booth staffers
- Your Company Logo on 2 printed Signs onsite of Sponsorship in Trade Show Directory
- Opportunity to have a representative assist FLAACOS staff and Board with attendee registration area. (priceless exposure and brand awareness opportunity!)
- If extra meeting space is available, these sponsors will have an opportunity to schedule rooms for private meetings after Platinum sponsors have made their selections.

# SILVER

## SILVER SPONSORSHIP - \$2500 (only 8 remaining)

- Free Trade Show Booth -- as space allows
- Your Company Logo and link on our Conference website
- Your Company Logo and link on all email correspondences related to the conference
- Distribution of Your Company's marketing flyer to all attendees
- Your Company Logo included in our printed Conference brochure
- Your Company Logo on 1 printed Sign onsite
- Recognition of Sponsorship in Trade Show Directory

## EXHIBIT ONLY

- One 10' (wide) booth
- One 6' skirted table
- Two chairs
- One wastebasket
- One identification sign
- One company representative badge
- Recognition in conference printed materials

## ADDITIONAL BRANDING OPPORTUNITIES

- Keynote Speaker - \$2500 (1)
- Continental Breakfast - \$4000 (2)
- Coffee Break - \$1500 (4)
- Networking Luncheon - \$5000 (2)
- Evening Social/Entertainment - \$2000 (4)
- Cocktail Hour - \$3000 (1)
- Golf Tournament - \$2000 (4)
- Badge Holder & Lanyard - \$1500 (1)
- Conference Pad & Pen - \$750 (1)
- Add-on Registration for Sponsors - \$150



# Florida Accountable Care Organization Fall Conference Sponsorship Form

## Applicant Information

## Address

## Phone

## Online Contact

## Company Profile

## Sponsorship Opportunities

Sponsorships are available on a first-come first-served basis subject to the order in which reservation and payment is received.

FLAACOs reserves the right to add or modify the number of sponsorship opportunities and review any exhibitor and/or sponsorship application to ensure appropriateness for our intended audience and support of our mission.

- ☐ Platinum Sponsor - \$7500 (3)
- ☐ Gold Sponsor - \$5000 (6)
- ☐ Silver Sponsor - \$2500 (8)
- ☐ Exhibit Only - \$850
- ☐ Keynote Speaker - \$2500 (1)
- ☐ Continental Breakfast - \$4000 (2)
- ☐ Coffee Break - \$1500 (4)
- ☐ Networking Luncheon - \$5000 (2)
- ☐ Evening Social/Entertainment - \$2000 (4)
- ☐ Cocktail Hour - \$3000 (1)
- ☐ Golf Tournament - \$2000 (4)
- ☐ Badge Holder & Lanyard - \$1500 (1)
- ☐ Conference Pad & Pen - \$750 (1)
- ☐ Add-on Registration for Sponsors - \$150

**Now thru June 30th**

Save \$425 on Platinum, Gold, Silver and Exhibit Sponsorship Levels  
(For Current FLAACOs Business Partners)

## Method of Payment

☐ Credit Card☐ Check Attached

An email notification will be provided when the payment is processed.