

Oregon Health Network SPONSORSHIP PROGRAM



Oregon Health Network is successfully building Oregon's first state-wide telehealth network. Due to us being the 5th largest recipient of the FCC's Rural Health Care Pilot Program (RHCPP), OHN is laying the foundation of our current and future health care and education delivery system. The FCC has looked to OHN as a leader in the RHCPP citing that of the 62 original projects, our organization is one of, if not the, most successful across the country.

Our goals align with the FCC's higher reaching goals: **working to build a nationwide health care network**. In vision, form, function and momentum to date, OHN has created a network and business model that is scalable and able to be duplicated.

Success and momentum aside, OHN has single-handedly to date addressed a limitation of the RHCPP, that no funds were allocated for operational expenses. Under the FCC guidelines, none of the subsidy monies OHN received is allotted to cover the necessary overhead charges required to run a state-wide health care network. Operational revenue required to build, sustain and manage the network have come from two sources to date: two one-time grants from state agencies; and annual participation fees for OHN participants.

An exciting new opportunity of becoming a corporate sponsor of OHN has been developed, with a goal of obtaining \$150,000/year in sponsorship dollars to:

- Support the existing outreach and program efforts necessary to ensure value and full adoption of the network
- Support improvements to core internal technology infrastructure systems, such as our MS Sharepoint & CRM systems, to maximize staff efforts and to support and deliver the best possible customer experience
- National advocacy, awareness and lobbying efforts that support not only the direct needs of OHN, but to solve adoption and use issues that can only be resolved at the national federal level

SELECTION STANDARDS

Sponsors should complement the vision, goals, objectives and standards of Oregon Health Network. Since OHN strives to support a non-silo'd health care delivery system, our sponsor's products and services should also support the concept of interoperability, and in meeting or exceeding nationally recognized standards in health care management, delivery and access.

OPPORTUNITY VALUE

With your OHN sponsorship, you have access to an ever increasing network of health care and education provider decision makers and thought leaders. Your support allows you to stay in front of the decisions OHN makes to identify and communicate to the health care and education community. It is also a positive PR and stewardship effort to ensure that the telehealth highway supports all future technology and service innovation. There are multiple levels of sponsorship available to accommodate your company's ability to contribute.



VALUED OHN VISIBILITY ASSETS

Scalability and value is at the heart of the OHN network architecture and business model. From our brand and marketing strategies to administrative processes and customer interface tools – everything we do is designed based upon the end in mind: to have the OHN model replicated easily throughout the country to make the FCC’s dream to build a nationwide health care network a reality. Every tool chosen, from the selection of Drupal as our scalable web platform to our intranet MS Sharepoint participant and vendor web portals, all can grow and change with us to provide the greatest value and impacts to all those we serve: our customers, strategic partners and the core/internal runnings of the organization. These all provide great value for companies considering sponsorship that cultivates relationships and puts them at the forefront of decision makers of qualified organizations. Below are examples of our current visibility assets that could meet an organization’s business goals and objectives. OHN is open to discussions on other visibility/partnership efforts that better support your sponsorship needs; please email Kim Lamb for more information, klamb@oregonhealthnet.org.

Levels: Gold, Silver, Bronze and Sustaining (Goal = \$150,000/year)

SCENARIO 1	SCENARIO 2	SCENARIO 3
Gold (2): \$50,000 Silver (2): \$15,000 Bronze (2): \$10,000 Sustaining: \$5,000	Gold (2): \$75,000	Gold (2): \$50,000 Silver (4): \$12,500

GOLD: \$50K/year

Webpage (www.oregonhealthnet.org)	Portal (Site, Vendor and Board/Committee)	
Home Page: (Right Nav) <ul style="list-style-type: none"> • Footer or Right Nav (throughout site) • Special Landing Page (full) • Sponsor list (logo/link and text) 	• Site <ul style="list-style-type: none"> → Home page/Right nav area → Sponsor Tab/Page 	• Vendor <ul style="list-style-type: none"> → Home page/Right nav area → Sponsor Tab/Page
Progress Report Newsletter <ul style="list-style-type: none"> • Featured Sponsor Block/Area with large logo • (1) 500-word Featured Sponsor Article/Case Study 	• Board/Committee <ul style="list-style-type: none"> → Home page/Right nav area → Sponsor Tab/Page 	
	Events <ul style="list-style-type: none"> • Presenting “booth” sponsor at: Oregon Connections, Oregon Rural Health Care Conference, TAO Annual Summit and one more OHN-hosted participant event <ul style="list-style-type: none"> → Signage → Handouts 	

SILVER: \$12,500-\$15,000/year

Webpage (www.oregonhealthnet.org)	Portal (Site, Vendor and Board/Committee)	
Home Page: (Right Nav) <ul style="list-style-type: none"> • Footer or Right Nav (below Gold sponsor) • Sponsor list (logo link) 	• Site <ul style="list-style-type: none"> → Sponsor Page (logo link) → Sponsor Page (logo link) 	• Vendor <ul style="list-style-type: none"> → Sponsor Page (logo link) → Sponsor Page (logo link)
Progress Report Newsletter <ul style="list-style-type: none"> • Featured Sponsor Block/Area (smaller logo) • (1) 250-word Featured Sponsor Article/Case Study 	• Board/Committee <ul style="list-style-type: none"> → Sponsor Page (logo link) 	
	Events <ul style="list-style-type: none"> → Signage → Handouts 	

BRONZE: \$10,000/year

Webpage (www.oregonhealthnet.org)	Portal (Site, Vendor and Board/Committee)	
Home Page: (Right Nav) <ul style="list-style-type: none"> • Sponsor List (Logo/link) 	• Site <ul style="list-style-type: none"> → Sponsor Page (text only link) 	• Vendor <ul style="list-style-type: none"> → Sponsor Page (text only link)
Progress Report Newsletter <ul style="list-style-type: none"> • Featured Sponsor Block/Area (text only) 	• Board/Committee <ul style="list-style-type: none"> → Sponsor Page (text only link) 	

SUSTAINING: \$5,000/year

Webpage (www.oregonhealthnet.org)	Progress Report Newsletter
Home Page: (Right Nav) <ul style="list-style-type: none"> • Sponsor List (text/link) 	<ul style="list-style-type: none"> • Featured Sponsor Block/Area (text only)

Our sponsorship levels above are guidelines only. OHN can work with you to create a sponsorship level that meets your organization’s needs. Please contact us for more information: 503-697-7294.