



2022 Sponsorship Prospectus

2022 IVI Annual Meeting
October 17-18, 2022

The Westin Alexandria Old Town

400 Courthouse Square
Alexandria, VA 22314

IVI



**INNOVATION AND
VALUE INITIATIVE**

About IVI

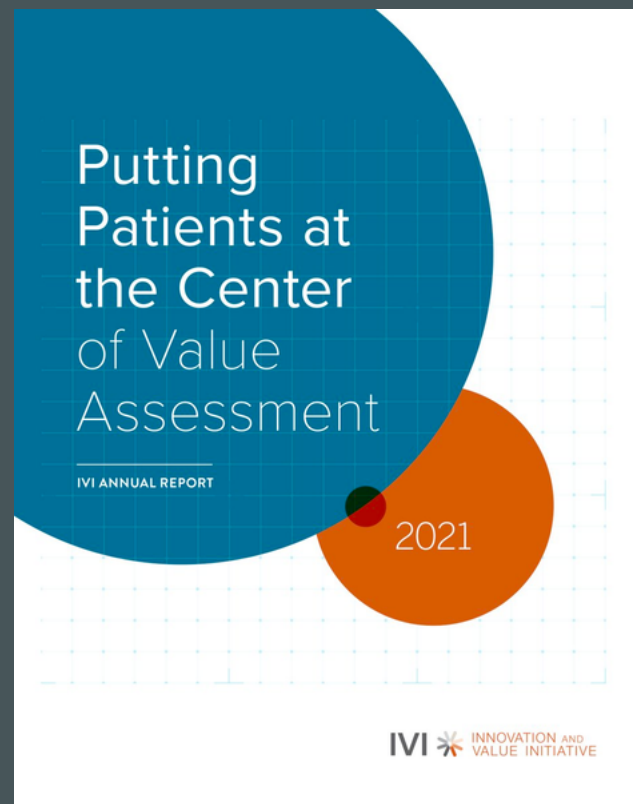
The Innovation and Value Initiative Foundation, Inc. (IVI) is a 501(c)(3) nonprofit research organization whose mission is advancing the science of value assessment in healthcare. IVI is a membership organization with both organizational and individual members.

IVI raises the level of discussion of value in healthcare and works to find common ground in approaches to measuring value through research, method development, scientific communication, and engagement. The US health system is diverse, complex, and ripe for innovation in the value space, and IVI is uniquely positioned to challenge outdated thinking and methodologies and provide a learning lab to co-create solutions.

To accomplish this we are building an independent, research-driven organization dedicated to transparency, patient-centeredness, and relevance of value assessment to real-world decisions and experiences of all stakeholders.

We partner with leading organizations and researchers to put patients first, ensure transparent research, widen the stakeholder tent in order to drive scientific advancement.

2021 Annual Report



Click on the
report above
to learn more
about IVI and
our recent
achievements.

Governance & Leadership

Follow the links to learn more about the leaders changing the way we think about value:

[Board of Directors](#)

[Scientific Advisory Panel](#)

[Patient Advisory Council](#)

[Staff Leadership](#)



IVI Members

Diverse perspectives are key to IVI's work. Our membership represents a wide range of stakeholders from across the healthcare ecosystem. They are united in solutions focused collaboration with IVI and our mission to drive the advancement of the science of value assessment.

[VIEW CURRENT MEMBERS](#)



Nonprofits



Health Systems



Researchers



Students



Employers



Payers



HEOR Professionals

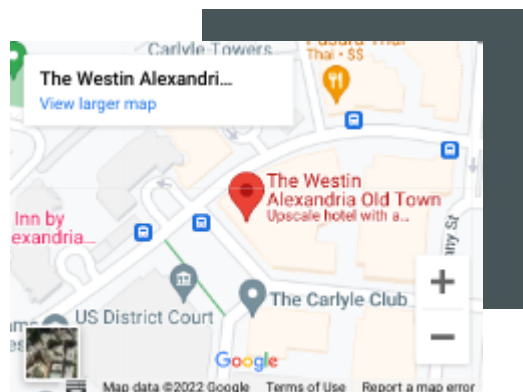


Manufacturers



Foundations

Annual Meeting



The meeting will take place at The Westin Alexandria Old Town in Alexandria, Virginia.

Each year, IVI brings together it's Membership to engage in productive and action focused discussions that will inform and influence how value is defined in health care.

This year's theme, Accelerating Impact, showcases the progress that has been made over the last year and opportunities for the future.

This event is by invitation only for key decision makers from our Membership. If you'd like an invitation, apply today or consider becoming a sponsor.



Monday, October 17

Annual Meeting Welcome & Opening Reception *

4:30-6:30PM / Jason Spangler, MD, MPH, FACPM, IVI CEO

Tuesday, October 18

Breakfast

8:00 AM - 8:30 AM ET

Welcome, Overview & Introductions

8:30 AM – 8:45 AM ET. Greg Daniel BOD Chair & Jason Spangler, CEO provide an overview of the meeting agenda and goals.

Fireside Chat

8:45 AM – 9:45 AM ET. Jason Spangler, IVI CEO, sits down with thought leaders to discuss some of the most pressing issues and drivers surrounding value in health care.

Research Highlight: Patient Perspectives

9:45-12:45 – Learn how- and why- IVI and research partners have included patient perspectives in their research.

Research Highlight 2: Real World Evidence

11AM – 12PM ET – IVI staff and research partners showcase how they have incorporated real world treatment patterns into value assessment through current research projects.

Lunch *

12:30-1:30 PM ET. Final description here.

Research Highlight 3: Equity

1:00 PM-2:00 PM ET - Explore methods in value assessment that can promote health equity with examples from our work.

2023 Strategic Vision and Goals

2:00 PM-3:00 PM ET - Jason Spangler, IVI CEO shares our work ahead.

Trends & Priorities

3:15PM- 4:30 PM ET. Staff facilitated dialogue for IVI Members to discuss trends, highlights, and opportunities.



Sponsorship Opportunity.
See next page for details.



Sponsorship

Options	Description
Pre-Reads	Your logo on event lanyards and pre-read event materials.
Lunch	Brand promotion during sponsored lunch including acknowledgement, and a 5 minute content session.
Opening Reception	Kick off the meeting with food, drinks, and brand promotion and great networking.
Recordings	Session recordings sponsored by your company, including intro and outro slides or clips for your message.

\$7,500

All sponsorship options are \$7,500 and include:

- Promotion in event communications to the entire member audience including your logo
- Two invitations to the Annual Meeting

Become a Sponsor

Contact Jessica for more information, or to discuss a sponsorship opportunity that is right for your organization.

Jessica Brown

Membership & Marketing Manager
jessica.brown@thevalueinitiative.org

IVI



INNOVATION AND
VALUE INITIATIVE