



# SPRING CONFERENCE

MAY 13-16, 2024 | VIRTUAL

# EVENT OVERVIEW

WEDI is proud to host health IT innovators and implementers at our annual, virtual Spring Conference!

Join us as we showcase and shine a spotlight on organizations leveraging data and emerging technologies to improve healthcare for health plans, providers, government, and patients.

Session topics include a variety of data exchange best practices: EDI challenges and solutions, data interoperability and standards, government and regulatory updates, administrative simplification and burden reduction, health equity, value-based care and improving the patient experience.

Attendees can expect to engage in presentations that are solutions-focused, foster learning and provoke conversations that matter.

## **Who Should Participate**

Organizations involved in health IT data exchange, and whose businesses are impacted by related policy and standards will find definitive value attending and sponsoring WEDI events. Subjects often discussed at WEDI events include:

- Prior Authorization
- Interoperability
- EDI Operations
- Artificial Intelligence (AI)
- Government Affairs & Regulatory Compliance
- Data Privacy & Security
- Administrative Simplification
- Provider & Payer Success Stories

Click [here](#) to view the Spring Conference agenda.



# TITLES OF PAST ATTENDEES

ACCOUNT EXECUTIVE, EDI  
ACTING CHIEF OF STAFF & SPECIAL ADVISOR  
ADMINISTRATIVE SIMPLIFICATION PROGRAM  
DIRECTOR  
AITPM  
ANALYST  
ASSOCIATE  
ASSOCIATE DIRECTOR, PRODUCT MARKETING  
ASSOCIATE, MEMBER AND DATA SERVICES  
ATHENAEDI PRODUCT MANAGER  
AVP EDI & NATIONAL PAYER SUPPORT  
BUS PROCESS CNSLT  
BUSINESS ANALYST  
BUSINESS ANALYST - SENIOR  
BUSINESS ANALYST, SENIOR  
BUSINESS CONSULTANT  
BUSINESS CONSULTANT LEAD  
BUSINESS CONSULTANT SR  
BUSINESS CONSULTING SPECIALIST  
BUSINESS DEVELOPMENT DIRECTOR, US  
BUSINESS DEVELOPMENT REPRESENTATIVE  
BUSINESS PROJECT PROGRAM MANAGER  
CEO  
CEO & CHIEF PATIENT ADVOCATE  
CHIEF ARCHITECT REVENUE CYCLE SOLUTIONS  
CHIEF EXECUTIVE OFFICER  
CHIEF INFORMATION SECURITY OFFICER  
CISO  
CLINICAL AND HEALTH INFORMATICS LEAD  
CLINICAL/MEDICAL RECORDS PORTFOLIO MANAGER  
CMIO  
CO-FOUNDER AND CEO  
CO-FOUNDER AND CHIEF ARCHITECT  
COMPLIANCE SPECIALIST  
CONSULTANT  
COO  
CORE ASSOCIATE  
CORE, ASSOCIATE  
CORPORATE COUNSEL  
CUSTOMER SUCCESS/TRAINING  
DATA ANALYST  
DEPUTY OFFICE DIRECTOR  
DEVELOPER  
DEVELOPER IV  
DIRECTOR  
DIRECTOR II  
DIRECTOR, CLINICAL CONTENT  
DIRECTOR, CODING AND HIT ADVOCACY  
DIRECTOR, CORE  
DIRECTOR, DATA GOVERNANCE AND  
INTEROPERABILITY  
DIRECTOR, DATA MANAGEMENT  
DIRECTOR, DIGITAL PRODUCT  
DIRECTOR, EBUSINESS SERVICES

DIRECTOR, EDI  
DIRECTOR, EDI OPERATIONS  
DIRECTOR, FEDERAL AFFAIRS  
DIRECTOR, GEN MGMT  
DIRECTOR, GLOBAL TERMINOLOGY CONTENT  
DEVELOPMENT, IHMI  
DIRECTOR, GOVERNMENT PROGRAM STRATEGY  
DIRECTOR, HEALTHCARE PAYER RELATIONS  
DIRECTOR, IMPLEMENTATION SERVICES  
DIRECTOR, INFORMATION SYSTEMS DEVELOPMENT  
DIRECTOR, INNOVATION ENGINEERING  
DIRECTOR, INTEGRATION TECHNOLOGIES  
DIRECTOR, IT INTEGRATION  
DIRECTOR, NEXTGEN CLEARINGHOUSE  
DIRECTOR, OFC OF BURDEN REDUCTION & HEALTH  
INFORMATICS  
DIRECTOR, PRODUCT ANALYSIS  
DIRECTOR, PRODUCT MANAGEMENT  
DIRECTOR, PRODUCT MGMT  
DIRECTOR, PROVIDER CONNECTIVITY & PAYMENTS  
DIRECTOR, SOLUTIONS CONSULTING  
DIRECTOR, TRAINING AND EDUCATION  
DIRECTOR, TRANSACTION CONTENT  
EDI ACCOUNT REP  
EDI ACCOUNT REPRESENTATIVE  
EDI ANALYST  
EDI ASSOC DIRECTOR  
EDI BUSINESS ANALYST  
EDI COMPLIANCE MANAGER  
EDI CONSULTANT  
EDI COORDINATOR  
EDI MANAGER  
EDI OPERATIONS ANALYST II  
EDI SYSTEMS ANALYST ADVISOR  
EDI SYSTEMS ANALYST II  
EHEALTH BUS OPS COORDINATOR  
EMAIL COLLABORATOR  
ENTERPRISE ARCHITECT  
EVP  
EXECUTIVE ASSISTANT  
EXECUTIVE DIRECTOR  
EXECUTIVE DIRECTOR HIT STRATEGY  
EXPERIENCE CONSULTANT  
GROUP DIRECTOR  
HCEG  
HEALTH ECONOMICS AND EVALUATION  
HEALTH INFORMATION MANAGER  
HEALTH INSURANCE SPECIALIST  
HEALTH INSURANCE SPECIALIST / NURSE  
CONSULTANT  
HEALTH POLICY ANALYST  
HEALTH SYSTEMS SPECIALIST  
HUMANA  
IMPLEMENTATION BA  
IMPLEMENTATION CONSULTANT  
INITIATIVE PROJECT LEAD  
INTERIM CIO  
AIT SECURITY ANALYST III

IT SPECIALIST  
LEAD BI ARCHITECT  
MANAGEMENT ANALYST  
MANAGER  
MANAGER OF RESEARCH  
MANAGER PRODUCTION SUPPORT  
MANAGER, APPLICATION DEVELOPMENT  
MANAGER, EDI OPERATIONS  
MANAGER, EDI SOLUTIONS  
MANAGER, EDIG SYSTEMS & OPERATIONS  
MANAGER, INFORMATION TECHNOLOGY  
MANAGER, IT SERVICES  
MANAGER, PAYER KNOWLEDGE  
MARKETING  
MEDICAID ENCOUNTERS ANALYST  
NATIONAL COORDINATOR  
NATIONAL ENTERPRISE SOLUTION EXECUTIVE  
NURSE CONSULTANT  
NURSE INFORMATICIST  
OFFICE MANAGER  
PAYER SOLUTIONS EXECUTIVE  
PHYSICIAN EXECUTIVE  
PHYSICIAN, CLINICAL INFORMATICS  
POLICY ADVISOR  
POLICY RESEARCH ANALYST  
PRESS  
PRINCIPAL  
PRINCIPAL CONSULTANT  
PRINCIPAL PRE-SALES CONSULTANT  
PRINCIPAL PRODUCT MANAGER  
PROCESS CONSULTANT  
PRODUCT DIRECTOR  
PRODUCT MANAGER  
PRODUCT MANAGER, ATHENAIDX-FRM  
PRODUCT MANAGER, PRACTICE MANAGEMENT  
SOLUTIONS  
PRODUCT STRATEGY DIR.  
PROGRAM ANALYST  
PROGRAM MANAGER  
PROGRAM SPECIALIST  
PROGRAMMER ANALYST  
PROJECT ANALYST  
PROJECT LEAD, EDI REGULATORY SUPPORT &  
TRANSACTION MANAGEMENT  
PROJECT MANAGER  
PROPOSAL MANAGER  
PUBLIC SECTOR LEAD  
RCM POLICY + BUSINESS SOLUTIONS PROGRAM  
ADMINISTRATOR  
RN  
SECURITY ANALYST  
SENIOR PRODUCT MANAGER  
SENIOR ADVISOR IN THE HEALTH INFORMATICS  
OFFICE  
SENIOR ADVISOR VALUE-BASED MARKETS  
SENIOR ASSOCIATE  
SENIOR ASSOCIATE DEAN, ACADEMIC AFFAIRS  
SENIOR ASSOCIATE, CERTIFICATION

SENIOR BUSINESS ANALYST  
SENIOR BUSINESS AND INTEGRATION ANALYST  
SENIOR BUSINESS PROCESS ANALYST  
SENIOR CONSULTANT  
SENIOR CONTENT ANALYST  
SENIOR CORPORATE EVENTS MANAGER  
SENIOR DIRECTOR  
SENIOR DIRECTOR & CHIEF DIVERSITY, EQUITY &  
INCLUSION  
SENIOR DIRECTOR, EDI REGULATORY SUPPORT AND  
TRANSACTION MANAGEMENT  
SENIOR DIRECTOR, INDUSTRY VERTICALS  
SENIOR EDI ANALYST  
SENIOR EDI INTEROPERABILITY SPECIALIST  
SENIOR EDITOR  
SENIOR HEALTH SERVICES RESEARCHER  
SENIOR IT BUSINESS ANALYST  
SENIOR MANAGER  
SENIOR MANAGER, CAQH CORE  
SENIOR MGR BUS SYSTEM ANALYSIS  
SENIOR PM  
SENIOR POLICY ANALYST  
SENIOR PRODUCT MANAGER  
SENIOR PRODUCT MARKETING MANAGER  
SENIOR PROJECT LEAD  
SENIOR PROJECT MANAGER  
SENIOR PROJECT OWNER  
SENIOR QA MANAGER  
SENIOR SOLUTION ARCHITECT, HEAD OF SALES  
ENGINEERING  
SENIOR SPECIALIST II  
SENIOR TECHNICAL ADVISOR  
SENIOR VICE PRESIDENT  
SENIOR VICE PRESIDENT, PRODUCT R&D  
SENIOR VICE PRESIDENT, SOLUTIONS  
SENIOR WASHINGTON COUNSEL  
SH VP, CTRO, CISO & CPO  
SOLUTION CONSULTANT  
SPECIALIST PRODUCT MANAGER  
STAFF VICE PRESIDENT  
TECHNICAL ADVISOR  
TECHNICAL IMPLEMENTATION LEAD  
TECHNICAL PRODUCT MANAGER  
TRANSACTION CONTENT BUSINESS ANALYST II  
VICE PRESIDENT  
VICE PRESIDENT & SENIOR PRODUCT MANAGER  
CORPORATE & INSTITUTIONAL BANKING  
VICE PRESIDENT, ENGINEERING  
VICE PRESIDENT, FEDERAL AFFAIRS  
VICE PRESIDENT, FINANCIAL SOLUTIONS  
VICE PRESIDENT, HEALTHCARE PRODUCT INNOVATION  
VICE PRESIDENT, HEALTHCARE STRATEGY  
VICE PRESIDENT, IMPLEMENTATION SVS  
VICE PRESIDENT, MARKETING  
VICE PRESIDENT, PUBLIC POLICY  
VICE PRESIDENT, SENIOR PRODUCT MANAGER  
VP SALES, HEALTHCARE



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Contact Bill Alder at [ballder@wedi.org](mailto:ballder@wedi.org) for a comprehensive  
sample list of past attendees and organizations.



# PAST ATTENDEE ORGANIZATIONS



Contact Bill Alder at [ballder@wedi.org](mailto:ballder@wedi.org) for a comprehensive sample list of past attendees and organizations.



# SPONSORSHIP OPPORTUNITIES

Become a major sponsor and demonstrate your dedication to the health IT data exchange community!

## PLATINUM SPONSORSHIP PACKAGE

**2 AVAILABLE**

**\$25,000 MEMBER/ \$32,000 NON-MEMBER**

### Deliverables:

- Up to 45-minute sponsored Session or Participate in a sponsored panel discussion\*
- Keynote Session Sponsor (1 minute intro of company & conference opening keynote speaker)
- 30-minute Vendor Technology Showcase
- Virtual Exhibit in Whova app
- 1-hour Virtual Spotlight to be held after WEDI Spring Conference 2024
- Sponsored podcast to be aired during prime slot (week before/after the event)
- Thought leadership article inserted into WEDI Weekly newsletter during prime slot (above the fold; week before/after the event)
- MP4 video recording of your sessions
- Email with sponsor content sent to full WEDI distribution list (must be approved by WEDI staff; requires 2 weeks lead time)

## GOLD SPONSORSHIP PACKAGE

**3 AVAILABLE**

**\$16,000 MEMBER/ \$20,000 NON-MEMBER**

### Deliverables:

- Up to 45-minute sponsored Session or Participate in a sponsored panel discussion\* (includes registration list and MP4 video of session)
- Keynote Session Sponsor (1 minute intro of company & keynote speaker)
- Virtual Exhibit in Whova app
- MP4 video recording of your sessions
- Email with sponsor content sent to full WEDI distribution list (must be approved by WEDI staff; requires 2 weeks lead time)

\*45-minute session must be educational in nature. Sponsor is encouraged to co-present with a client to share a case study and/or success story. Format is sponsor's choice (e.g., panel, single presenter, co-presenters).



# SPONSORSHIP OPPORTUNITIES

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## SILVER SPONSORSHIP PACKAGE (A LA CARTE)

### SPONSORED EDUCATIONAL SESSION

**\$10,000 MEMBER/ \$12,500 NON-MEMBER**

#### Deliverables:

- Up to 45-minute Sponsored session to be presented by sponsor, or, panel discussion to include sponsor participation\*
- MP4 video recording of the session

\*45-minute session must be educational in nature. Sponsor is encouraged to co-present with a client to share a case study and/or success story. Format is sponsor's choice (e.g., panel, single presenter, co-presenters).

### VENDOR TECHNOLOGY DEMONSTRATION

**\$8,000 MEMBER / \$10,000 NON-MEMBER**

#### Deliverables:

- 30-minute session to be presented by sponsor. Case study type session to provide vendor solutions and product/service demonstrations.

### KEYNOTE SESSION SPONSOR

**(1 MINUTE INTRO OF COMPANY & SPEAKER)**

**\$5,600 MEMBER/ \$7,000 NON-MEMBER**

#### Deliverables:

- Short introduction of your company, the session, and the session speaker\*

\* Briefly describe what your organization does, why your organization is sponsoring this session, why is this session important to you, the audience and the industry.

### SMALL BUSINESS INNOVATOR PRESENTATION

**\$2,400 MEMBER / \$3,000 NON-MEMBER**

#### Deliverables:

- 15-minute session to be presented by sponsor on innovative solution or use case with 5 minutes Q&A. Will be held during dedicated 1-hour block of Small Business Innovator Presentations.



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# SPONSORSHIP OPPORTUNITIES

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## SILVER SPONSORSHIP PACKAGE (A LA CARTE)

### COFFEE TALK MORNING DISCUSSION

**2 AVAILABLE - DAY 2/DAY 3, 15 MINUTES,  
INCLUDES \$5 GIFT CARD TO 1ST 200 ATTENDEES  
\$6,000 MEMBER / \$7,500 NON-MEMBER**

#### Deliverables:

- WEDI & Sponsor hold short interview/discussion prior to the first session of day 2 or day 3 of the conference (15 minutes)
- \$5 digital Starbucks gift card provided to the 1st 300 attendees, courtesy of sponsor
- Sponsor logo & short message on email/landing page for digital gift card redemption (option for attendee to donate the \$5 or accept \$5 gift card)
- Virtual Exhibit in Whova app

### VIRTUAL LUNCH SPONSOR

**\$6,400 MEMBER / \$8,000 NON-MEMBER**

#### Deliverables:

- Sponsored content displayed on screen during lunch hour - static imagery or video to be provided by sponsor
- \$10 digital gift card provided to the 1st 300 attendees, courtesy of sponsor
- Sponsor logo & short message on email/landing page for digital gift card redemption (option for attendee to donate the \$10 or accept \$10 gift card)
- Virtual Exhibit in Whova app

### SMALL GROUP DISCUSSION MODERATOR

**\$4,000 MEMBER / \$5,000 NON-MEMBER**

#### Deliverables:

- Moderate and facilitate discussion amongst attendees in small group setting
- Verbal recognition to attendees prior to small group discussion
- Branding as a thought leader, leading the discussion



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# SPONSORSHIP OPPORTUNITIES

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## SILVER SPONSORSHIP PACKAGE (A LA CARTE)

### VIRTUAL COFFEE BREAK

**\$4,000 MEMBER / \$5,000 NON-MEMBER**

#### Deliverables:

- Sponsored content displayed on screen during coffee break – static imagery or video to be provided by sponsor
- \$5 digital Starbucks gift card provided to the 1st 300 attendees, courtesy of sponsor
- Sponsor logo & short message on email/landing page for digital gift card redemption (option for attendee to donate the \$5 or accept \$5 gift card)

### PODCAST

**\$2,400 MEMBER / \$3,000 NON-MEMBER**

#### Deliverables:

- 30-minute podcast episode
- Social media posts to announce the podcast
- MP3 file to use afterward for your purposes
- Lives on WEDI website and Apple podcast, Spotify, Stitcher, etc. (Easily shareable)

### SPEED NETWORKING TABLES

**\$4,000 MEMBER / \$5,000 NON-MEMBER**

#### Deliverables:

- Dedicated speed networking session featuring sponsor logo on the session page
- Speed networking is fast paced and switches you from room-to-room automatically; max of 4 people per room
- Verbal recognition to attendees prior to speed networking session

### PRIORITY PODCAST

**2 AVAILABLE**

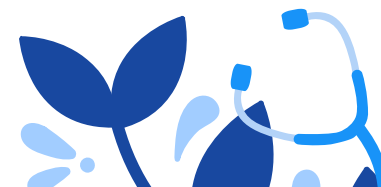
**\$3,600 MEMBER / \$4,500 NON-MEMBER**

#### Deliverables:

- Podcast sponsorship plus:
- Podcast will be aired either the week before or the week following the event (sponsor's choice; first-come, first-served)



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# SPONSORSHIP OPPORTUNITIES

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## SILVER SPONSORSHIP PACKAGE (A LA CARTE)

### VIRTUAL EXHIBIT - GENERAL

**\$2,000 MEMBER/ \$2,500 NON-MEMBER**

**(>\$1M REVENUE)**

**\$400 MEMBER/\$500 NON-MEMBER**

**(<\$1M REVENUE)**

#### Deliverables:

- Virtual exhibit space in WEDI 2024 web & mobile applications
- Add a live videoconferencing link to engage with attendees face to face (sponsor to provide videoconferencing tool, e.g., Zoom, etc)
- Chat with attendees via the Whova platform
- Include documents downloadable by attendees: whitepapers, PDFs, marketing materials
- Include video links to YouTube and/or Vimeo for attendees to view
- Ability to offer sponsor contest/special offer to attendees
- Inclusion in Attendee Passport contest, where they visit booths to claim prizes

### THOUGHT LEADERSHIP ARTICLE

**\$2,400 MEMBER / \$3,000 NON-MEMBER**

#### Deliverables:

- Ad placement for sponsor's whitepaper/content in the WEDI Weekly newsletter (specific week(s) chosen by sponsor)
- Discounted rates for multiple weeks

### INDUSTRY LEADER LOGO SPONSOR

**\$3,500 MEMBER / \$5,000 NON-MEMBER**

#### Deliverables:

- Logo included in all promotional emails
- Logo included on event website
- Logo included in mobile application
- Inclusion in pre- & post-event sponsor emails
- Corporate pass for your entire organization to attend the 2024 Spring Conference



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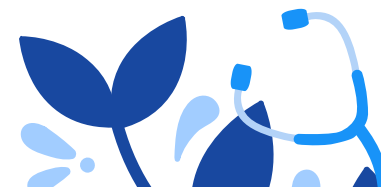
# SPONSORSHIP OPPORTUNITIES

Become a major sponsor and demonstrate your dedication to the health IT data exchange community!

## ALL SPONSORSHIPS INCLUDE

- Access to the attendee list (pre-and post-conference)
- Complimentary attendee passes
  - Premium/Gold
    - Unlimited for sponsor's employees
    - 10 individual passes for clients/partners
    - Silver - Determined by sponsorship cost
  - >\$10,000
    - Unlimited for sponsor's employees
    - 10 individual passes for clients/partners
  - \$5,000-\$10,000
    - 5 individual passes for sponsor's employees
    - 5 individual passes for clients/partners
  - <\$5,000
    - 3 individual passes for sponsor's employees
    - 3 individual passes for clients/partners
- Branding for your organization as a sponsor\* in/on:
  - Whova, the official conference app
  - Promotional emails for the event
  - Event landing page
  - Official conference slides
  - Social media promotion

\*Logo size may differ based on sponsorship level



# CONTACT INFO

## About WEDI

Named in the Health Insurance Portability and Accountability Act of 1996 (HIPAA) legislation as an advisor to the Secretary of HHS, WEDI - the Collective Voice of Health IT - convenes stakeholders from all sectors of health IT to enhance the exchange of clinical and administrative healthcare data. We work closely with government, standards organizations, health plans, providers, vendors, and more to analyze the business impact of health IT policy and standards and share feedback with the U.S. federal government to develop better data exchange practices.

**RESERVE TODAY!**

**Bill Allder, CAE, CBBF**

**Associate Director, Membership & Business Development**

**703-507-3543 | [ballder@wedi.org](mailto:ballder@wedi.org)**

