SPRING CONFERENCE
MAY 13-16, 2024 | VIRTUAL
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
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, ADMINISTRATIVE AFFAIRS
DIRECTOR, CEN MGMT
DIRECTOR, GLOBAL TERMINOLOGY CONTENT DEVELOPMENT, IHMI
DIRECTOR, GOVERNMENT PROGRAM STATECY
DIRECTOR, HEALTHCARE PAYER RELATIONS
DIRECTOR, IMPLEMENTATION SERVICES
DIRECTOR, INFORMATION SYSTEMS DEVELOPMENT
DIRECTOR, INNOVATION ENGINEERING
DIRECTOR, BUSINESSES IMPLEMENTATION TECHNOLOGIES
DIRECTOR, IT INTEGRATION
DIRECTOR, NEXTGEN CLEARINGHOUSE
DIRECTOR, OCF 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 CHIEF
EDI ASSOC DIRECTOR
EDI BUSINESS ANALYST
EDI COMPLIANCE MANAGER
EDI CONSULTANT
EDI CMIO
EDI MANAGER
EDI OPERATIONS ANALYST II
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
HCIE
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, EDIC SYSTEMS & OPERATIONS
MANAGER, INFORMATION TECHNOLOGY
MANAGEMENT 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
PROJECT 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 BUSINESS 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, CTO, CIOS & 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
Contact Bill Allder at 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

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

SILVER SPONSORSHIP PACKAGE (À 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).

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.

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.

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.
SPONSORSHIP OPPORTUNITIES

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

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
SPONSORSHIP OPPORTUNITIES

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

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)

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

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)

Podcast Sponsorship Plus
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)
# Sponsorship Opportunities

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

## Silver Sponsorship Package (a la carte)

<table>
<thead>
<tr>
<th>Package</th>
<th>Member Cost</th>
<th>Non-Member Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Exhibit - General</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>($&gt;1M Revenue)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual Exhibit - General (&lt;$1M Revenue)</td>
<td>$400</td>
<td>$500</td>
</tr>
</tbody>
</table>

**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

**Cost:**
- $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

**Cost:**
- $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
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
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