



The Center for Healthcare Management in the US and Europe

The Center for Healthcare Management is a global organization located in Germany and at Columbia University in New York City (@HCMatColumbia). It is a research and consultancy organization consisting of leading international scholars and practitioners who strive to find practical solutions for today's complex healthcare challenges. The Center's core competency lies in developing and executing projects on-site as well as offering education to its members to maximize global health performance.

"The Center's work is not an academic exercise; it addresses a very practical immediate need for the changes in our system and for us to understand how we can play the corporate role in implementing these changes."

Ron Kuerbitz, CEO of Fresenius Medical Care, North America.

Benefits

The Center's Global Institute handles its member services and annual forums. We are offering sponsorship packages to a selected group of industry leaders and foundations that play a major role in their national or global markets. Organizations can become members at different levels (platinum, gold, silver, bronze) to benefit from various services throughout the year as described in this leaflet. Core benefits of membership include:



Unique access to an international community of industry leaders in the health delivery and insurance world:

- Increasing the learning curve of managers through the exploration of alternative concepts and ideas
- Improving the speed and appropriateness of the response rate to changes in markets and policies
- Framing the big picture and developing contextual sensitivity



Convening of leadership teams from all healthcare sectors and other major industries:

- Increasing leader's confidence in strategic and operational challenges
- Sharpening analytical tool sets for strategies, products and services
- Reducing the continuous invention of the wheel



Educational and informational sharing approach:

- Boutique education and exchange, that is: not 'off the shelf' packages
- Sound evidence which is applicable in practice – i.e. not just an academic exercise
- Out-of-the-box thinking – non-prescription, but providing a managerial framework

	Platinum	Gold	Silver	Bronze
Fee	\$50,000	\$20,000 – 25,000	\$15,000	\$5,000 – \$10,000
Named as sponsor in newsletter	✓	✓	✓	✓
Annual Forum registrations included	✓ up to 8	✓ up to 5	✓ up to 3	✓ 1
Access to member-only online services	✓	✓	✓	✓
Annual Forum speaking opportunity	✓ (keynote)	✓ (keynote panel)	✓ (session)	
Publishing opportunities	✓	✓		
Roundtable video discussion on strategy (4 per year)	✓	✓		
C-Suite Forum one to one moderated conversations	✓			
Short courses	1 included adjacent to Forum	1 included adjacent to Forum	Extra	Extra
Leadership retreat support	1 day plus expenses	Extra	Extra	Extra
Site visits and study tours	Extra	Extra	Extra	Extra

Please save the date for our 5th Forum, to be held on June 8-10, 2016 in Berlin on 'Learning from each other - scaling ideas up to the next level'. For the first time, we will invite thought leaders from industries other than healthcare to join the dialogue in order to move beyond conceptualization to action. Crossing boundaries, to include various industry perspectives and different takes on how to change cultures and behaviors when faced with common strategic and operational challenges in the future, will be at the core of our 5th Forum.

Your Individual Forum - get a taste of the Center's approach

Can't wait for the Center's 5th Forum? We'll come to your premises and design your own, using our unique approach and methodology. Our in-house forums allow us to focus on specific issues related to your organization and explore current examples from your work environment. We will explore solutions and develop a forward-looking vision about what your business will look like ten years from now.

More information on the Center's services can be found at www.centerforhealthcaremanagement.org. To enquire about membership packages or individual solutions tailored to your organizational needs please contact us at info@centerforhealthcaremanagement.org.



Explanation of member packages

Named as sponsor in Newsletter	The CHCM newsletter is sent out to all members on a regular basis. The newsletter will keep you connected to other members via profiles and personal blogs, and includes Q & A's with senior leaders along with organizational developments and progress updates. As a member you will be identified as a sponsor (level-specific) in our newsletter.
Annual Forum registrations included	Our distinctive annual forums provide a novel and fresh approach to intellectual innovation and a distinct alternative to old-style 'jug and mug' conferences. Membership entitles you (up to a certain number of representatives) to free conference registration.
Access to member-only online services	This includes access to unique reports, videos, case studies, online discussion boards, news feeds and session-specific materials for short courses.
Annual Forum speaking opportunity	This service provides you with the opportunity to speak at our annual forum event. The choice of topic will be mutually agreed and has to be in line with the conference topic. All session formats are interactive and we don't use power-points.
Publishing opportunities	You will have the opportunity to publish your reports, articles and letters on our written media outlets (peer reviewed - no guaranteed acceptance).
Roundtable video discussion on strategy (4 per year)	These strategy based-discussions which last 3 hours are targeted to your needs and concerns. Themes are determined by you but may include issues around cost management, patient care management and system and information management. Included in this service is a preparatory telephone interview so that we get an understanding of the context and subject matter. Unlike other consultancies we do not just 'leave it at that' – a follow up consultation is also included in the package.
C-Suite Forum one to one moderated conversations	A member of our team moderates these concentrated discussions. We play the matchmaker to bring global leaders together and build ties between C-Suite executives who often face similar challenges in different parts of the world and are looking for advice on peer level.
Short courses	Our flexible and personalized style allows us to offer short courses alongside our annual forum. In practice, this features as a minimum a 3-hour face-to-face workshop with 2 members of our team on a subject of your choice. Longer sessions are possible and can be negotiated. Themes have included pay-for-performance, integrated care and evidence based medicine; however, our network of global experts can consult with your team on further topics. For more extensive courses a Columbia University Certificate can be awarded.
Leadership retreat support	Our leadership retreats are designed to give a boost to and re-focus your personal effectiveness and inspiration. Based on your needs and aspirations our team will spend the course of one full day with you in a comfortable and relaxed environment of your choice. A fully documented feedback brief covering outcomes highlighted during the period of time spent together is also included as part of this service. All travel, accommodation and facility costs are billed extra. More extensive retreats can be supported as well.
Site visits and study tours	Our site visits examine management concerns and issues currently being experienced by member organizations. These can range from short half-day visits to longer more extensive periods of on-site investigation. Our site visits always include a comprehensive written feedback. Similarly, study tours can be arranged on a 'tailor-made' basis. With our links around the world we can arrange facilitated study tours of healthcare facilities in various countries and continents as well as in health-related organizations in your home nation.