



HealthEnterprisesNetwork

An Affiliate of Greater Louisville Inc.

2020

SPONSORSHIP OPPORTUNITIES

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KNOW US, KNOW EVERYONE!



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2020 SPONSORSHIPS

HEN IS YOUR GATEWAY TO THE HEALTH CARE COMMUNITY!

Leverage HEN's vast network of health care business connections in achieving your marketing and promotional goals through advertising, program sponsorships and space branding. Because HEN is only focused on the business of health care, you're able to target your branding and messaging with laser precision.

EVENTS ☒ Check off any events that have interest in sponsoring & we'll send you more information

20th Anniversary Celebration

Be a part of this landmark event as HEN celebrates 20 years as the champion for health care economic growth. Join past, present and future health care leaders as we examine how health care evolved in Louisville and where it's going. Attendees will hear from 3 leaders who were critical to propelling Louisville's health care economy forward. Former Louisville Mayor, Jerry Abramson, former ResCare CEO, Ron Geary and Vencor/Kindred founder, Bruce Lunsford, will share their experiences and insights.

Audience: C- level executives, [HEN board members](#), [HEN Investors](#), business and community leaders, innovators

Date: April 2020

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Entrepreneur Event

Once a year, corporate leaders and entrepreneurs come together in the same place to explore how they can effectively partner on developing the innovations needed to solve the top industry challenges facing the health care industry.

Audience: C- level executives, [HEN board members](#), [HEN Investors](#), Innovators, business and community leaders

Date: July 2020

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CONVERGE Louisville 2020

An annual event focusing on health innovations, **CONVERGE Louisville**, assembles top health care leaders, industry thought leaders, and innovators of all backgrounds, for dynamic discussions in the heart of where health and innovation converge.

Audience: C- level executives, [HEN board members](#), [HEN Investors](#), Innovators, business and community leaders

Date: Third Quarter 2020

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2020 Holiday Reception

An investor favorite, the HEN Holiday Reception hosts over 200 of the area's top health care leaders, professionals, innovators and community leaders for an evening of networking and merriment. It's a literal "Who's Who" of the health care sector.

Audience: C- level executives, [HEN board members](#), [HEN Investors](#), Innovators, business and community leaders

Date: December 2020

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PROGRAMS



Check off any program you have interest in sponsoring or participating in & we'll send you more information

Health Policy Forum

A group of healthcare executives and professionals who meet quarterly to:

- Discuss key health care related bills in legislation
- Identify market pressures impacting access to care and the business of health care delivery
- Provide updates on federal healthcare changes, progress and status of economic development relative to health care sub sectors

Audience: Policy, compliance and government officials

Date: 2-3 per year

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Healthcare Fellows

The [Health Enterprises Network \(HEN\) Healthcare Fellows](#) is a formal executive education program focused solely on the widely ranging business sectors of healthcare. Each year 18 to 26 professionals seeking to grow in their profession are selected from around the Commonwealth. Through presentations and open discussion, Fellows are challenged in those areas of the healthcare sector, where they may not have had prior exposure.

Audience: Health Care leaders and professionals who are rising stars in the industry, are new to the Louisville, or are new to the health care industry

Date: 10 session per year

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HEN VIP Learning Series

Open to HEN investors and members of the HEN VIP program, this educational series is led by industry experts on a variety of business practices to assist the growth and development of entrepreneurial innovators and disruptors at different stages of growth.

Audience: Industry experts, [HEN board members](#), innovators, and startups

Date: 3 per year

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Innovation Roundtables

A carefully curated discussion on the top pain points of major corporations between key corporate leads and carefully vetted and selected innovators and entrepreneurs.

Audience: Invite only internal leadership teams, corporate innovation officers, Innovators and startups

Date: 2 per year

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ADVERTISING



Check off any ADVERTISING OPPORTUNITIES that interest you & we'll send you more information

HealthConnect Newsletter

Our bi-monthly newsletter that highlights events, articles, blogs and activities of HEN and its investors. A great opportunity to market your company to a health care specific readership. Our open and click rates are above national averages for health care publications and the articles are shared through our social media channels, maximizing your digital footprint.

Reach: 2883 subscribers who work in the health care space; average open rate of 22% and click rates of 7.5%

Date: Semi-Monthly

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HealthConomy, A Health Enterprises Network Podcast

HEN's podcast features the top health care leaders and innovators in the region and shares their stories as we explore the history of the development of health care businesses in our region. It's available on Apple Podcasts, Google Podcasts, Stitcher and TuneIn. Annual and monthly sponsorships available.

Reach: A steadily growing audience of listeners and followers enhanced by marketing and postings across all social media channels reaching in excess of 2883 subscribers

Date: 6-8 per year

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