

THE BERYL INSTITUTE

Elevating the Human Experience in Healthcare



PARTNERSHIP PROSPECTUS

For more information, visit theberylinstitute.org

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We define patient experience as the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.

WHO WE ARE

The Beryl Institute is the global community of practice committed to elevating the human experience in healthcare. We believe human experience is grounded in experiences of patients & families, those who work in healthcare and the communities they serve.

OUR DISTINCTION

The Beryl Institute serves as an independent, non-vendor or provider-related community dedicated to bringing together the many voices, views and perspectives on improving the patient experience.

OUR PURPOSE

As a community, we commit to:

- Elevating the importance of experience across all care settings
- Generating, collecting and sharing ideas and proven practices
- Engaging a broad range of voices and views
- Putting patients, families and care partners first
- Recognizing the value of the entire healthcare team
- Reinforcing experience encompasses quality, safety, service, cost, and outcomes

OUR VALUES

We operate from and believe experience improvement success is driven by these core values:

Accessibility

Commitment to open access, a spirit of generosity and the active invitation to engage and contribute that continuously expands reach and sustains growth

Agility

Ability to rapidly reconfigure and realign resources to lead in new directions and respond as needed within the industry

Innovation

Vigilance in continuously searching for new ways of thinking, doing and disseminating ideas

Inclusivity

Purposeful consideration of expansive ideas and the engagement of all voices to ensure the broadest perspective and awareness

Collaboration

Recognition that overall success is driven by a willingness to partner with others in the sharing of ideas, information and action that ensures better outcomes for all involved

COMMUNITY PROFILE

The Beryl Institute is a community of practice, engaging members as active participants and contributors to the collective development of knowledge, reinforcing the value and expanding the impact of patient experience efforts globally.

Members come from healthcare organizations around the world with roles in areas such as:

- Patient Experience
- Executive Leadership
- Physician/Nurse Leadership
- Service Excellence
- Patient and Family Advocacy
- Volunteer Professionals
- Marketing/Community Outreach
- Quality/Safety
- Operations
- HR/Organization Development
- Clinical Education/Staff Development
- Patient and Family Advisors
- Long-Term Care
- Pediatrics

**Global reach in
6 languages and
over 220 countries.**

SUPPORTING PARTNERSHIP

Supporting partnership with the Institute represents an exponential power of connection and commitment to the experience movement. With mutual efforts to continuously expand resources, grow and sustain the healthcare market and create positive and productive exposure, supporting partnerships provide ongoing opportunities to collaborate in helping healthcare organizations elevate experience for patients and families, members of the healthcare workforce and the communities they serve.

BENEFITS

- ‘ Organizational Membership for Partner Organization
- ‘ Recognition on The Beryl Institute website and PX Weekly newsletter
- ‘ Use of Supporting Partner badge on website/email
- ‘ Recognition in Year in Review

PARTNERSHIP OPPORTUNITIES

To qualify as a supporting partner, organizations must reach a minimum annual investment level by engaging in at least three partnership opportunities per year. A combination of any three or more of the partnership opportunities listed on the following pages will qualify an organization for supporting benefits.

Click on the link text or resource image to learn more about benefits on the following pages.

Types of Partnership Opportunities

Event Presence	ELEVATE PX
Website/ Email Presence	PX Marketplace Directory Listing PX Weekly Sponsored Banner Ad PX Connect
PX Marketplace Content Collaboration	Case Study Series Webinar Series PX Learning Bite Solution Video Podcast Series
Program/ Research Sponsorship	PX Papers To Care Is Human Podcast Series Patient Experience Journal Webinars Special Research Reports Patient Experience Grant Program Celebration Weeks PX Connect Live Research Report Program

PARTNERSHIP LEVELS

Gold - \$15,000

Platinum - \$25,000

Diamond - \$50,000

EVENT PRESENCE

THE BERYL INSTITUTE

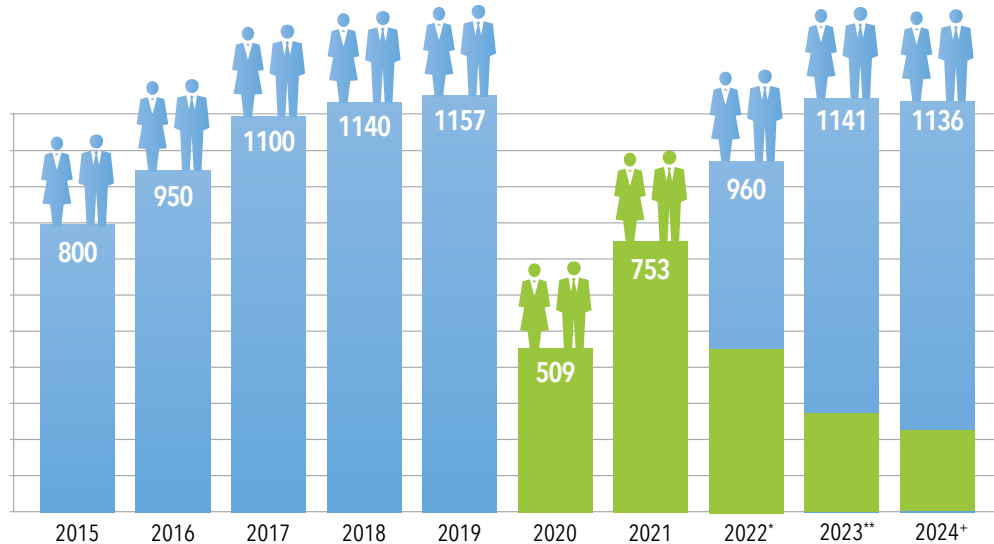
ELEVATE^{PX}

MARCH 31 - APRIL 2, 2025
Las Vegas, Nevada

MARCH 30 - APRIL 1, 2026
Dallas, Texas

ELEVATE PX is a gathering bringing together the voices of the global community committed to transforming the human experience in healthcare.

CONFERENCE PARTICIPATION



■ In-Person Participants
■ Virtual Participants

*452 in-person and 508 virtual participants
**742 in-person and 399 virtual participants
+798 in-person and 338 virtual participants



EXHIBITOR LEVELS

**START-UP/
 NON-PROFIT** - \$5,000
 2 EVENT PASSES



*8' total space for backdrop

GOLD - \$8,000
 2 EVENT PASSES



PLATINUM - \$15,000
 4 EVENT PASSES



DIAMOND - \$35,000
 5 EVENT PASSES



INCLUDED WITH ALL EXHIBITOR PACKAGES

- Inclusion in exhibitor announcement sent out 6-8 weeks prior to conference
- Complimentary PX Marketplace listing for one year
- Company name, logo and link inclusion on event page of the Institute's website
- Company name and link inclusion on event mobile app
- Logo on event signage throughout venue
- Recognition at opening and closing sessions
- Inclusion in exhibitor reception
- Opportunity to offer bar refreshments at exhibitor booth during PX Recharge¹

¹ Must work with hotel to coordinate refreshments and incur cost of providing refreshments.

ADDITIONAL DIAMOND BENEFITS

Signature drink to be offered during exhibitor reception

Complimentary LeadScanner

Access to post-event participant list for one-time e-mail deployment*

*E-mail addresses only available for participants who opt-in for exhibitor email communication during registration process.

A LA CARTE ELEVATE PX OPTIONS

SPONSORSHIP	RATE
Pre-Conference Workshop Presenter	\$20,000
Sponsored Breakout	60 min - \$15,000 30 min - \$8,000
First-Time Attendee Welcome Sponsor	\$10,000
Pecha Kucha Host/Sponsor	\$10,000
Sponsored Lunch and Learn	\$8,000
Special Interest Community Dinner Sponsor	\$5,000
Community Gatherings Sponsor	\$5,000
Hosted Reception	\$5,000
PX Learning Bite Recording	\$5,000
PX Marketplace Podcast Recording	\$5,000
Banner Ad in Daily Recap Email	\$5,000
Lanyard Sponsor	\$5,000
Virtual Platform Sponsor	\$5,000
Lunch Voucher Sponsor	\$5,000

SPONSORSHIP	RATE
PX Poster Session Sponsor	\$5,000
PX Recharge Activation Sponsor	\$3,000
Mini Schedule Sponsor	\$2,500
Tote Bag Sponsor	\$2,500
Snack Break Sponsor	\$2,500
Breakfast Sponsor	\$2,500
Virtual Exhibitor Only	\$2,500
Additional Exhibitor-only Pass	\$1,000
Contribution to Patient & Family Conference Fund	\$500
Passport Add-On	\$500
Pre-Conference Exhibitor Spotlight Email	\$500
Post-Event Participant List	\$500
Attendee Bag Promotional Item	\$500

PRE-CONFERENCE WORKSHOP PRESENTER

\$20,000

The pre-conference workshop is an interactive session on an identified topic or area of focus designed for participants to share ideas, brainstorm specific outcomes and build upon strategies learned. Share your patient experience industry knowledge for participants to gain new insights and walk away with tangible and actionable next steps. The workshop is held before the general session and breakfast is included for registrants. This session is offered at an additional cost to participants and space is limited.

SPONSORED BREAKOUT SESSION

\$15,000 - 60 min. | \$8,000 - 30 min.

Included as part of the breakout session offerings, this sponsored session provides an opportunity for you to share your patient experience industry knowledge and solutions and present successful case studies. Proposals will be reviewed by the conference planning committee.

More options continued on next page >

FIRST-TIME ATTENDEE WELCOME SPONSOR

\$10,000

Taking place on the first day of ELEVATE PX before the general session, this gathering is for first-time attendees to learn more about The Beryl Institute and hear past event attendees discuss how to get the most from their conference experience. Your company name will appear on all marketing materials, and you may distribute one sheet of collateral on the tabletops. One company representative will also have the opportunity to lead a networking icebreaker at the beginning of the program. Participation in previous First-Time Attendee Welcomes has averaged about 25% of total onsite event participants.

PECHA KUCHA HOST/SPONSOR

\$10,000

One of our most popular main-stage sessions, Pecha Kucha (Japanese for chit-chat), is a presentation style in which 20 slides are shown for 20 seconds each, on 'auto-play.' This session includes six inspirational presenters. As sponsor, your organization will be recognized in the event program and on event signage. In addition, you may invite one client to participate in the panel and a representative from your organization will be invited to host the session by introducing the concept and all presenters.

SPONSORED LUNCH AND LEARN SESSION

\$8,000

Included as part of the Lunch and Learn offerings, this is another opportunity to share your patient experience industry knowledge and solutions and present successful case studies. These 45-minute concurrent sponsored sessions will take place Tuesday during lunch. Proposals will be reviewed by the conference planning committee.

SPECIAL INTEREST COMMUNITY DINNER SPONSOR

\$5,000

These dinners are targeted to three of our special interest communities and serve as a time for them to network the night before the conference officially begins. Your company name will appear on all promotional materials for the dinner, and you may bring one promotional item to distribute at the event. Two company representatives may attend and will have the opportunity to do a short welcome/introduction. One sponsor per gathering.

- Patient Advocacy
- Pediatric
- Volunteer Professionals

COMMUNITY GATHERINGS SPONSOR

\$5,000

These gatherings are targeted to areas of practice and allow time to explore specific topics in depth. Your company name will appear on all marketing materials, including the onsite program and onsite signage, and you may distribute one sheet of collateral on the tabletops. One company representative will also have the opportunity to make a 2-3 minute introduction/organizational overview during the program. One sponsor per gathering.

- Patient Advocacy
- Pediatric
- Patient and Care Partner
- Physician
- Volunteer Professionals
- Ambulatory Care

More options continued on next page >

HOSTED RECEPTION

\$5,000

Use conference meeting space to host an exclusive reception for clients and prospects either Sunday night before ELEVATE PX begins or after Monday's Exhibitor Reception. In addition to your reception being highlighted in conference marketing materials, you will receive a pre-conference attendee list for a one-time pre-event mailing to promote the reception.

PX LEARNING BITE RECORDING

\$5,000

Record a 3-5 minute video to provide ideas, recommendations and opportunities in addressing and excelling in patient experience improvement.

PX MARKETPLACE PODCAST RECORDING

\$5,000

Have an opportunity to sit down with a member of The Beryl Institute team to discuss your organization's contributions to the experience movement.

BANNER AD IN DAILY RECAP EMAIL

\$5,000

Following each day of ELEVATE, a recap email is sent to our full community of The Beryl Institute (including non-conference participants). Highlight your organization with a graphic banner ad (750 x 175 pixels) directly linking to your website. Two sponsor banners available per email.

LANYARD SPONSOR

\$5,000

Your company logo will be on the lanyards given to all ELEVATE PX participants upon check-in and worn throughout the event.

VIRTUAL PLATFORM SPONSOR

\$5,000

Your company name and logo will be used throughout our virtual platform, along with text, "Presented by..."

LUNCH VOUCHER SPONSOR

\$5,000

A company representative of your choice will pass out \$25 lunch vouchers during registration, with your company's logo on voucher.

PX POSTER SESSION SPONSOR

\$5,000

Your company name and logo recognition at ELEVATE PX and on an online program where poster sessions are listed.

PX RECHARGE ACTIVATION SPONSOR

\$3,000

Provide attendees with an engaging experience during the PX Recharge. Choose one of five options:

- Henna
- **Tattoos***
- Hand Massage
- Chair massage
- Photo Station

Your company will be included in a stand-alone PX Recharge email and featured in our mobile application.

***Tattoo station is \$5,000**

MINI SCHEDULE SPONSOR

\$2,500

In lieu of a large program for 2025, we are offering attendees a mini schedule of all sessions. Your logo will be included on the schedule along with the text, "Brought to you by..."

TOTE BAG SPONSOR

\$2,500

Your company logo will be on the tote bags given to all ELEVATE PX participants upon check-in.

BREAKFAST SPONSOR

\$2,500

Your company name and logo will be recognized at meals with signage and included in the program. Your company will be mentioned in the script provided to session hosts after every session. Two available.

SNACK BREAK SPONSOR

\$2,500

Snacks will be provided in common areas in between breakout sessions. Your company name and logo will be recognized at a snack table with signage. Your company will be mentioned in the script provided to session hosts after every session.

VIRTUAL EXHIBITOR ONLY

\$2,500

This option allows exhibitors to share information on their resources for both in-person and virtual attendees to access from the event platform. Virtual exhibitors will have their logo on all marketing materials, receive a one-year company listing in PX Marketplace, and have the opportunity to include a company overview PDF and other digital resources for participants to download.

ADDITIONAL EXHIBITOR-ONLY PASS

\$1,000

You **must be an exhibitor** at ELEVATE PX in order to purchase exhibitor passes.

PATIENT AND FAMILY CONFERENCE FUND

\$500 MINIMUM

Show your support for patient and family voices by contributing to their conference registration fees. Your company will appear on the list of funders during the opening session as one that values having the patient voice at ELEVATE PX.

PASSPORT ADD-ON

\$500

Attendees will have the opportunity to visit booths to collect stamps to obtain a conference t-shirt. Inclusion of company logo on passport.

PRE-CONFERENCE EXHIBITOR SPOTLIGHT EMAIL

\$500

Inclusion of company logo in pre-conference exhibitor spotlight email, sent out between 1-2 weeks prior to conference start.

POST-EVENT PARTICIPANT LIST

\$500

Receive a post-event participant list for a one-time email deployment. Please note that e-mail addresses are only available for participants who opt-in for exhibitor email communication during registration process.

ATTENDEE BAG PROMOTIONAL ITEM

\$500

Include a promotional item of your choice in attendee bags given out upon registration.

WEBSITE / EMAIL PRESENCE

PATIENT EXPERIENCE MARKETPLACE DIRECTORY LISTING

Patient Experience Marketplace serves as the go-to resource for identifying patient experience products and services to support organizational improvement. Participating organizations are listed in an online directory free for anyone to access. Organizations are listed alphabetically and are further identified through 26 categories, based on product and service offerings specific to patient experience needs.

Benefits

- Choice of any applicable categories based on product/service offering
- Logo listing on main Marketplace page
- Individual profile page
- Organization description (150 words or less)
- Description of up to four services/key products and corresponding links of your choice
- Direct "contact us" option with email and web link
- **Annual Investment: \$2,000**

SAMPLE LISTING:

The image shows a sample listing for pCare. At the top is the pCare logo, which consists of a stylized 'p' in purple and 'care' in blue. Below the logo is a 'Profile' section with a description of pCare's cross continuum, patient engagement solutions. To the right is a 'SERVICES' section with three items: 'Interactive Patient Care System (IPS)', 'TruthPoint Rounds', and 'VideoConnect'. Each service has a brief description and a 'LEARN MORE >' link.

The image shows a screenshot of the Patient Experience Marketplace website on a tablet. The website has a navigation bar with 'HUMAN EXPERIENCE', 'RESOURCES', 'EVENTS', 'LEARNING', 'COMMUNITY', 'ABOUT', and 'CONTACT'. Below the navigation bar is the 'PX Marketplace' header and a brief description. A horizontal menu lists 26 categories: ALL, CONSULTING & TRAINING, DIGITAL SIGNAGE, HOSPITALITY SERVICES, PATIENT COMMUNICATION, PATIENT EDUCATION, PATIENT ENGAGEMENT TECHNOLOGY, POST-DISCHARGE ENGAGEMENT, PROVIDER & HOSPITAL REVIEWS, ROUNDING TOOLS, SCHEDULING SOFTWARE/ASSISTANCE, STAFF EXPERIENCE & RETENTION, SURVEY & INSIGHT PROVIDERS, TRANSLATION & LANGUAGE SERVICES, VIRTUAL REALITY OFFERINGS, VOLUNTEER MANAGEMENT SOFTWARE, and WAITING. Below the menu are six blue buttons labeled Listing A, Listing B, Listing C, Listing D, Listing E, and Listing F.

PX WEEKLY SPONSORED ADS

PX Weekly is a weekly email newsletter of The Beryl Institute sharing resources and updates on upcoming events, publications, podcasts, learning bites, blogs and more. This publication is the one-stop reference for everything patient experience.

Sponsored ads in the newsletter provide an opportunity for you to share or promote any events, resources or programs from your organization. One sponsored ad per weekly newsletter. Four available each month.

Benefits

- Graphic in PNG or PDF (750 x 175 pixels - 300 dpi) OR text (not to exceed 100 words)
- Direct link to your content
- Promotion to overall community
- **Investment: \$3,000 per week**



PX CONNECT

PX Connect is an online community exclusive to members of The Beryl Institute, which is intended for discussion of issues related to transforming the human experience. In addition to a general discussion forum, special interest communities are available for ambulatory care, long term care, patient advocacy, pediatrics and volunteer professionals.

SAMPLE GRAPHIC AD

**Don't Miss
What's Right in Health Care®**

Use code **BERYL** for 15% off virtual or in person tickets

*Limited time offer for up to 30 new registrants, registering on or before August 11, 2023. Provided on a first come, first served basis. May not be applied with any other discount or client pricing.

SAMPLE TEXT AD

SPONSORED

**Upcoming Webinar - The Art of Leadership Rounding:
Influencing and Inquiring about Experiences**

Date, Time

Leadership rounding on patients is a best practice but the soft skills behind the practice are often overlooked. Mastering the skills behind a purposeful round involves not only inquiring about experience but gently influencing experience. In this session, we will explore how rounders can move beyond using leadership rounding as a method to survey to a daily practice that builds relationships with patients, creates a positive impression, and moves the needle on patient experience scores.

Register for this webinar

Benefits

- Recognition on PX Connect website
- One (1) content ad on interior page of selected discussion community or in Daily Digest email
- **Annual Investment: \$15,000**

PX MARKETPLACE CONTENT COLLABORATION

**Promotional materials available upon request*



CASE STUDY SERIES*

This case study series offers an exclusive look into current healthcare efforts of organizations from the PX Marketplace.

Benefits

- Company logo and recognition on your case study website page
- Company logo and recognition in PX Weekly newsletter with published case study
- Case Study PDF design to share within your network
- **Investment: \$5,000 per case study**



WEBINAR SERIES*

This webinar series offers organizations from the PX Marketplace the opportunity to share strategies and tools to help healthcare organizations deliver the best possible experiences for patients, families and caregivers.

Benefits

- Company recognition, logo and link in pre-event email and website promotion
- One-time use of event participant list for email deployment of your choosing
- Message or copy stating "This webinar is brought to you by..."
- **Investment: \$15,000 per hosted webinar**



PX LEARNING BITE*

Perfect for sharing at team meetings or daily huddles, these brief videos provide ideas, recommendations and opportunities in addressing and excelling in patient experience improvement.

Benefits

- Script review by The Beryl Institute's team to help ensure content will resonate with community
- Distribution through The Beryl Institute's PX Weekly email newsletter and social media channels
- Video will be included in Learning Bite Library as well as featured within PX Marketplace
- Video production and editing completed by The Beryl Institute
- **Investment: \$5,000 per Learning Bite**

**Subject to The Beryl Institute editorial approval. As the patient experience community learns more about how you develop strategies and tools to help healthcare organizations deliver the best possible experiences for patients, families and caregivers, the Institute aims to ensure your content provides thought leadership around patient experience topics and should not attempt to promote specific products or services.*



SOLUTIONS VIDEO

Are you fixing a specific problem within the healthcare setting and you need to get your solution out to the community? These videos are ideal for communicating a specific solution or message.

Benefits

- Review by The Beryl Institute's team to help ensure content will resonate with community
- Distribution through The Beryl Institute's PX Weekly email in the sponsored section
- Video housed on The Beryl Institute's website within PX Marketplace
- **Investment: \$5,000 per PX Solution**



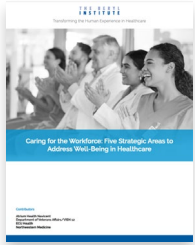
PODCAST SERIES

"PX Marketplace Series" highlights the important contributions of solution providers to the experience movement through conversations with senior leaders of organizations committed to transforming the human experience in healthcare.

Benefits

- Podcast promoted in The Beryl Institute's PX Weekly email newsletter and social media channels
- **Investment: \$5,000 per hosted podcast**

PROGRAM/RESEARCH SPONSORSHIP



PX PAPERS SPONSORSHIP*

PX Papers include a series of informative and thought-provoking publications that dig into critical issues facing the healthcare industry today.

Benefits

- Promo code for complimentary download to share within your network
- Recognition on The Beryl Institute website, in all related press releases, mail and email announcements/promotion
- Full page ad on back of report, partner recognition and company overview on page 2
- **Investment: \$10,000 per PX Paper**



TO CARE IS HUMAN PODCAST

LEADING THE CONVERSATION

*Hosted by Jason Wolf, Ph.D., CPXP,
President & CEO*

"Leading the Conversation" is where we engage in the global conversation on improving patient experience through the eyes of those leading and driving change across the continuum of care and elevate the importance of the human experience at the heart of healthcare.

HUMANS IN HEALTHCARE

*Hosted by members of the Institute's Community
Experience team*

"Humans in Healthcare" is where we examine The Beryl Institute's 8 Strategic Lenses of The Experience Ecosystem through the eyes of those delivering and receiving care. By hearing stories from the frontlines, we elevate the human experience in healthcare.

Benefits

- Choice of either Leading the Conversation or Humans in Healthcare
- Sponsor script (up to 30 seconds) read by podcast announcer
- Podcast promoted in The Beryl Institute's PX Weekly email newsletter and social media channels
- **Annual Investment: \$10,000 per podcast series**



PATIENT EXPERIENCE JOURNAL

Published in association with The Beryl Institute, Patient Experience Journal (PXJ) is an international, open access, peer-reviewed journal focused on research and proven practices around understanding and improving patient experience.

Title Sponsor Benefits

- Top logo placement on PXJ website and on all issue release emails
- **Annual Investment: \$15,000**

Sponsor Benefits

- Placement on PXJ website with full cross-site recognition on home page, including a prominent logo display and URL link
- Logo placement on footer of all PXJ promotional emails, distributed to full community of members and guests
- Mention on all PXJ press releases
- **Annual Investment: \$5,000**



SPONSORED WEBINARS

Webinars share proven practices and strategies from patient experience leaders from around the world. Access to all webinars offered by the Institute is included with membership to the Institute.

Benefits

- Sponsorship of three months of webinars
- Partner recognition, logo and link in pre-event email and website promotion
- Webinar title slide with name and/or company logo displayed with contact information
- Message or copy stating "This webinar is sponsored by or brought to you by..."
- One-time use of event participant list for email deployment of your choosing
- **Quarterly Investment: \$10,000**



SPECIAL RESEARCH REPORTS

Since 2011, The Beryl Institute has published findings from its biennial benchmarking study, *The State of Patient Experience*, revealing the complex reality facing the patient experience movement. Sponsorship exclusive to one partner.

Benefits

- Full page ad on back of report, partner recognition and company overview on page 2
- Recognition on The Beryl Institute website, in all related press releases, mail and email announcements/promotion
- **Investment: \$25,000**



PATIENT EXPERIENCE GRANT PROGRAM

This annual program supports patient experience research efforts and represents The Beryl Institute's ongoing commitment to expanding the conversation, learning and sharing around improving the patient experience in the healthcare industry. Each grant recipient publishes a research report and presents on their findings at ELEVATE PX. Program partnership exclusive to one partner.

Benefits

- Support up to 10 grants and 5 scholars
- Partner recognition on all grant email communications, press release, and published research reports
- Company logo and recognition on Congratulations letter/certificate to recipients
- **Annual Investment: \$15,000**

CELEBRATION WEEK SPONSORSHIPS



PATIENT EXPERIENCE (PX) WEEK

Inspired by members of the Institute community, Patient Experience Week is an annual event providing a focused time for organizations to celebrate accomplishments, reenergize efforts and honor the people who impact patient experience everyday. The downloadable PX Week Toolkit includes a list of resources, templates and suggestions to assist organizations in planning their event or program celebrations. PX Week is celebrated every fourth week of April.

Benefits

- Partner recognition, logo and company overview on PX Week webpage
- Partner logo and link on The Beryl Institute website on PX Week page and recognition in all related email announcements/promotion
- Sponsorship is exclusive to one partner
- **Annual Investment \$10,000**



HEALTHCARE VOLUNTEER WEEK

National Volunteer Week was established in 1974 to recognize and celebrate the efforts of volunteers across the country. It is a time to honor and thank volunteers for their commitment to patient care and their compassion toward patients, staff and the community. These volunteers also make an impact within risk management arenas, in hospice care, and within transportation, food pantries, lending closets and gift shops. Healthcare Volunteer Week is celebrated every third week of April.

Benefits

- Partner recognition, logo and company overview on Healthcare Volunteer Week webpage
- Partner logo and link on The Beryl Institute website on Healthcare Volunteer Week page and recognition in all related email announcements/promotion
- Sponsorship is exclusive to one partner
- **Annual Investment \$5,000**



PX CONNECT LIVE

Supporting The Beryl Institute's foundational value of collaboration, members are invited to connect for peer-to-peer conversations exploring some of healthcare's biggest challenges. PX Connect Live has a simple, one-hour format including a brief welcome, topic and format overview, discussion questions, two 20-minute breakout sessions with peers and a quick large group report out and wrap up, including sharing relevant Institute resources. Participation is exclusively available to members.

Benefits

- Four guaranteed PX Connect Live events per year
- Opportunity to provide a 2-3 minute introduction/organizational overview in-between the breakout room session switch
- Recognition on the PX Connect Live event page, including link to your website and a "Sponsored By" message
- Recognition on all emails sent out about the PX Connect Live event
- One-time post-PX Connect Live email to registered attendees that have opted in to sponsor communication
- **Annual Investment: \$10,000**



RESEARCH REPORT PROGRAM SPONSOR

Research Reports from The Beryl Institute explore key trends, challenges, and innovations in patient experience across healthcare organizations worldwide. They provide insights from patient, family, and healthcare professional perspectives, aiming to enhance the overall quality of care and foster a culture of empathy in healthcare environments.

Benefits

- Logo placement on main landing page for research reports and statement "Research reports are brought to you by..."
- **Annual Investment: \$15,000**

PARTNERSHIP GUIDELINES

Supporting partners contribute to the future of the field by supporting the continued growth of The Beryl Institute as the global community of practice committed to elevating the human experience in healthcare. The Institute invites support from supporting partners looking to increase awareness of products, services and resources focused on ensuring the best possible experience for patients, family members and care partners, the healthcare workforce and the communities healthcare organizations serve.

Supporting partner investments do not influence or dictate the purpose of or messaging from the Institute. Rather they reflect a broader commitment to support the patient experience movement and the Institute's effort to elevate the human experience. Given the limited partnership opportunities and the Institute's commitment to engage a diverse group of industry voices, we reserve the right to limit participation within industry categories.*

Before being invited to engage as a supporting partner, interested organizations will be vetted by members of The Beryl Institute team to ensure their commitment to the experience movement and their alignment with the core values of the Institute and our community:

COLLABORATION

Understand that overall success is driven by a willingness to partner with others in the sharing of ideas, information and action that ensures better outcomes for all involved.

ACCESSIBILITY

Contribute to accessibility of resources by enabling the Institute to

maintain affordable member pricing and continuously expand offerings, thus helping the Institute to grow and sustain the market most relevant to our partners.

INNOVATION

Support the patient experience movement by offering suggestions on new opportunities and topics of interest ensuring the Institute maintains a leading-edge perspective on the patient experience.

CONNECTION

Focus on reaching the overall patient experience community with a favorable image among the industry.

THOUGHT LEADERSHIP

Ensure partner content provides thought leadership around patient experience topics and does not attempt to promote specific products or services.

INCLUSIVITY

Engage a broad range of voices and views by putting patients, families and care partners first and recognizing the value of the entire healthcare team.

COMMUNICATION

Protect the privacy of Institute members and guests who participate in any supporting partner program and adhere to the branding¹ and distribution² guidelines (outlined on next page).

* The Institute will accept no more than 10% of its total sponsorship funding from organizations in the pharmaceutical or clinical trial and research industries.

1 BRANDING GUIDELINES

When referring to The Beryl Institute in press/communications, supporting partners agree:

- The full name should always be used in first references. Additional references can be 'the Institute.' *In no communications should The Beryl Institute be referred to as 'Beryl' or 'The Beryl' or 'TBI.'*
- When describing The Beryl Institute: *The Beryl Institute is the global community of practice committed to transforming the human experience in healthcare.*

2 DISTRIBUTION GUIDELINES

When sending pre or post-event one-time mail and email deployments to the Institute community, supporting partners agree to the following:

- Any production and/or postage charges will be covered by your organization.
- Although we are confident that the list is accurate, we cannot guarantee complete accuracy, as in most cases the information was provided directly by participants during the registration process.
- The email list only includes attendees who opted-in for email communication from supporting partners during registration.

FOR MORE INFORMATION:



Russell Senger

VP, Community Development

russell.senger@theberylinstitute.org

Phone: 1-866-488-2379 x 708



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