

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

PARTNERSHIP BASE PACKAGE

The partnership base package is meant to support our partners' holistic engagement with The Beryl Institute community. When you become a supporting partner, you enjoy opportunities in thought leadership, community, and promotion.

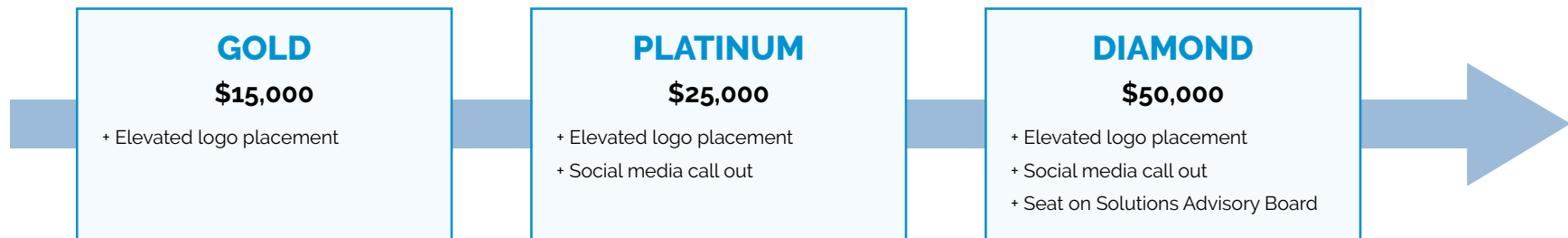
\$7,500

Click on the text below to learn more about each benefit on the following pages.

Thought Leadership	Content participation Call for submissions for PX Marketplace webinars PX Marketplace listing Priority access to ELEVATE PX
Community	Organizational membership Calls with The Beryl Institute Use of Supporting Partner badge
Promotion	Select partner discounts Social media welcome upon joining Supporting partner recognition on website and in PX Weekly

ADDITIONAL PARTNERSHIP LEVEL OPPORTUNITIES

Expand your support of the Institute with additional supporting partner tiers.



THOUGHT LEADERSHIP

CONTENT PARTICIPATION

Share your expertise with our global community by partnering with our content team to produce **ONE** piece of content for publication through the Beryl Institute. Choose from the following four options:



PX BLOG*

PX blog submissions on human experience-related topics are part of our commitment to elevating diverse voices and perspectives in the global experience conversation. While topics vary, PX blogs reinforce the value and broaden the impact of patient experience efforts. The Beryl Institute content team will review your blog and publish as an open-access resource to our website. Upon release, blogs are promoted on social media and in PX Weekly.



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. The Beryl Institute content team will review your script to ensure content will resonate with the community, and will work with your team to produce and edit the final video. PX Learning Bites are open-access resources on our website and will be promoted through social media and PX Weekly.

**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.*



CASE STUDY

Case studies provide an in-depth look at real-world healthcare efforts, highlighting both successes and challenges in a specific, tangible practice. Through a structured series of questions, they capture a problem-solution narrative designed to promote shared learning and inspire improvement. The Beryl Institute content team will review and lay your case study out in a PDF format, which will be available as a resource on our website. Upon release, case studies are promoted on social media and in PX Weekly.



PODCAST INTERVIEW

The "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. Join Stacy Palmer, Senior Vice President and COO to discuss your organization's contribution to the experience movement. Podcast episodes are released on Mondays and are promoted through The Beryl Institute's website, social media, and PX Weekly.

CALL FOR SUBMISSIONS FOR PX MARKETPLACE WEBINARS

The Beryl Institute provides industry leading thought leadership opportunities within the community. Supporting partners enjoy the opportunity to participate in content opportunities through both invitations and call for submissions.

Please check our website for upcoming call for submission deadlines.

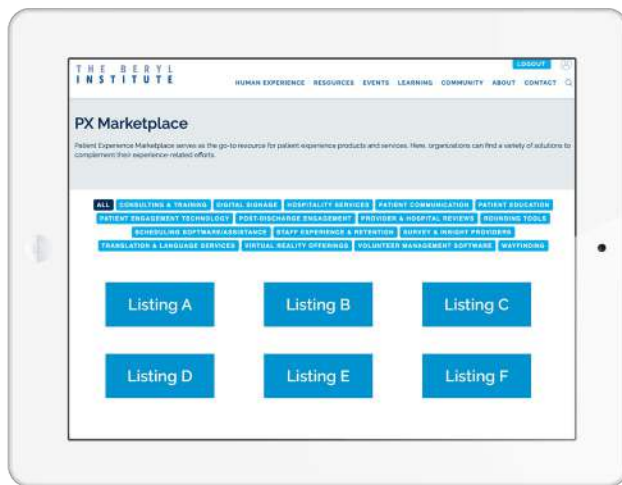


PATIENT EXPERIENCE MARKETPLACE DIRECTORY LISTING

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.

Benefit Features:

- Choice of any applicable categories based on product/service offering
- Logo listing on main PX 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
- Listing of sponsored content published in partnership with The Beryl Institute



SAMPLE LISTING:

Profile

For more than 40 years, NRC Health has led the charge to personalize healthcare and support organizations in their understanding of each unique individual.

NRC Health's commitment to Human Understanding® helps leading healthcare systems get to know each person they serve not as point-in-time insights, but as an ongoing relationship.

Guided by its uniquely empathic heritage, NRC Health's patient-focused approach, unmatched market research, and emphasis on consumer preferences are transforming the healthcare experience, creating strong outcomes for patients and entire healthcare systems.

SERVICES

Experience
NRC Health's **Experience** capabilities capture what matters most to each patient—before, during, after and beyond their clinical encounter. Leverage the power of Human Understanding® to enable truly personalized care, ensure timely follow-up, improve care faster, and create lasting relationships between patients and providers.

Marketing
NRC Health's **Marketing** capabilities offer you direct access to the voices that matter most—your consumers' voices. The better you know the people you care for, the greater your ability to design experiences that inspire loyalty and create Human Understanding®. Guide market development with consumer and competitive insights.

Institutes
NRC Health's **Institutes** capabilities provide boards and organization leaders with insights to guide strategy and governance, enabling you to build stronger organizations and healthier communities. Gain access to valuable research, trend analysis, and idea-sharing resources to guide your health system with a focus on Human Understanding® and health equity.

Reputation
NRC Health's **Reputation** capabilities make protecting and building your online reputation easy. Engage patients in sharing their experience, build brand awareness and rank, and track standings. Enable Human Understanding® by sharing real patient stories to paint a true picture of the care your organization provides.

SPONSORED CONTENT

PODCAST

No More Pizza: Moving Forward with the Basics of Experience

Sponsored Content
Toya Gorley and Greg Makoul from NRC Health reflect on the power of these fundamentals of

[LEARN MORE >](#)

WEBINAR

Elevating Experience

Sponsored Content
PXE Credit Available

The pandemic generated unprecedented personal and financial pressures within the healthcare industry. Given this environment, there

[LEARN MORE >](#)

LEARNING BITE

The Art and Science of Leadership Rounding

Sponsored Content
Katie Hailey, CPXP, Co-founder COO/CMO, Nobl Health shares how leadership rounding on patients can have a

[LEARN MORE >](#)

WEBINAR

How CNOs and CXOs Can Increase Engagement with Leadership Rounding

Sponsored Content
Hear tips for ensuring your team is engaged with leadership rounding

[LEARN MORE >](#)

PRIORITY ACCESS TO ELEVATE PX

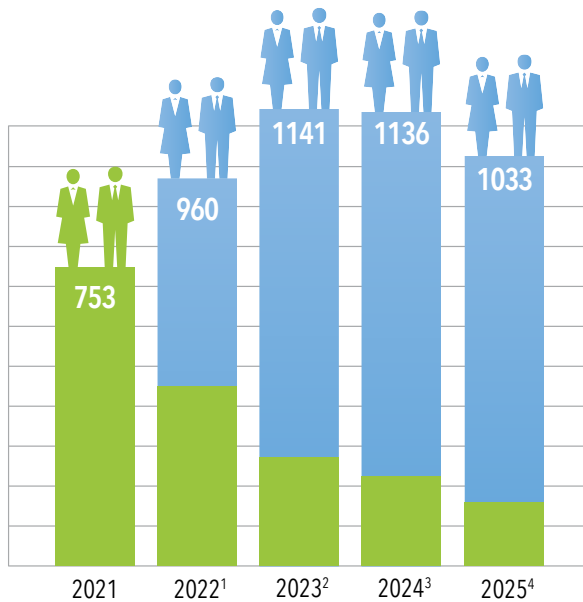


FUTURE DATES:
MARCH 30 - APRIL 1, 2026
 Dallas, Texas

APRIL 14 - 16, 2027
 Baltimore, Maryland

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

HISTORICAL CONFERENCE ATTENDANCE



■ In-Person Participants
■ Virtual Participants

¹452 in-person and 508 virtual participants
²742 in-person and 399 virtual participants
³798 in-person and 338 virtual participants
⁴750 in-person and 283 virtual participants



EXHIBITOR OPPORTUNITIES

LEVELS

START-UP/ SMALL BUSINESS* - \$5,000

2 EVENT PASSES



6' TABLE
+ 2 CHAIRS**

GOLD - \$8,000

2 EVENT PASSES



6' TABLE
+ 2 CHAIRS**

PLATINUM - \$15,000

4 EVENT PASSES



10' X 10'

DIAMOND - \$35,000

5 EVENT PASSES



10' X 20'

*Small business > 25 employees

**8' total space for backdrop

INCLUDED WITH ALL EXHIBITOR PACKAGES

- Inclusion in exhibitor announcement sent out 6-8 weeks prior to conference
- 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 acknowledging exhibitors
- 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.

² Drink choice will come from pre-approved list

³ E-mail addresses only available for participants who opt-in for exhibitor email communication during registration process.

ADDITIONAL DIAMOND BENEFITS

Signature drink to be offered during exhibitor reception²

LeadCapture App license

Access to post-event participant list for one-time e-mail deployment³

A LA CARTE OPTIONS

\$5,000 - \$20,000

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
Virtual Sponsor	\$7,000
Special Interest Community Dinner Sponsor	\$5,000
Community Gatherings Sponsor	\$5,000
Hosted Reception	\$5,000
Lanyard Sponsor	\$5,000

\$500 - \$2,500

SPONSORSHIP	RATE
WiFi Sponsor	\$2,500
Tote Bag Sponsor	\$2,500
Snack Break Sponsor	\$2,500
Breakfast Sponsor	\$2,500
Banner Ad in Daily Recap Email	\$1,000
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
Promotional Item for Attendees	\$500

SEE NEXT PAGE FOR DETAILS AND DESCRIPTIONS >

A LA CARTE DETAILS

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.

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 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.

VIRTUAL SPONSOR

\$7,000

This option grants your company sponsorship of the virtual portion of conference. Your company will have its logo on all marketing materials and have the opportunity to include a company overview PDF and other digital resources for participants to download. Additionally, the virtual sponsor has the opportunity to host one PX Chat on a topic of their choice and receives 10 virtual conference admissions to share with clients.

Details continue on next page >

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

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.

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.

WIFI SPONSOR

\$2,500

The conference Wifi password will be set to your company name.

TOTE BAG SPONSOR

\$2,500

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

SNACK BREAK SPONSOR

\$2,500

Snacks will be offered between breakout sessions with the option for company-named treats. Your company will be recognized with signage at snack tables, a push notification via the conference app, and a mention in session host scripts following each session.

Details continue on next page >

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.

BANNER AD IN DAILY RECAP EMAIL

\$1,000

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.

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.

PROMOTIONAL ITEM FOR ATTENDEES

\$500

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

COMMUNITY

ORGANIZATIONAL MEMBERSHIP

Becoming an organizational member of The Beryl Institute opens doors to a world of benefits and opportunities to support the individual growth of your employees and build organizational capacity to drive experience improvement. Enjoy **all individual member benefits**:



RESEARCH LIBRARY

Unlimited access to the world's largest repository of evidence-based academic research and best practices on experience



LIVE EVENTS

Access a global network and find solutions to your most pressing experience-related challenges through webinars, PX Connect and connection calls.



LEARNING OPPORTUNITIES

Discounts on customized learning to champions throughout your organization and preparation for coveted industry credentials.



PARTICIPATION

Contribute to publications, podcasts, presentations and conferences. Elevate your organization's visibility and commitment to experience.



SPECIAL INTEREST COMMUNITIES

Connection among healthcare leaders committed to improving the patient experience in an identified role or area of interest.

As well as:



COMPANY ACCESS

Organizational membership provides member benefits to all team members, with unlimited seats for those in your company.



SPEAKING DISCOUNTS

Enjoy significant discounts on speaking engagements from leaders at The Beryl Institute.



ON-DEMAND LEARNING MODULES

Gain access to Introduction to Patient Experience, an on-demand learning program focused on core patient experience concepts.

CALLS WITH THE BERYL INSTITUTE

Quarterly 1:1 Calls with Partnership Team

Enjoy quarterly one-on-one calls with the partnership team, designed to help you fully leverage your partnership—whether aligning on strategic initiatives, exploring new opportunities, or maximizing your visibility. We're here to ensure your experience is not only impactful but also tailored to meet your organization's goals and amplify your role in shaping the human experience in healthcare.

Supporting Partner Connection Calls

Partner Connection Calls offer direct engagement between our partners, the partnership team, and leadership from the Institute. These strategic conversations provide updates, share insights, and explore collaboration opportunities. Designed to foster alignment and open communication, the calls ensure partners stay informed, offer feedback, and remain connected to our mission and priorities. This ongoing dialogue strengthens relationships and supports meaningful, long-term partnership growth.

USE OF THE SUPPORTING PARTNER MEMBER BADGE

The Beryl Institute is excited to provide its members with digital member badges to display as proud acknowledgement of their membership with the Institute and their commitment to improving the human experience in healthcare.

Badge Guidelines:

- Must be linked to The Beryl Institute homepage
- Should be displayed in reference to a current supporting partner of the Institute.
- Should only be displayed when partnership is active.
- Suggested uses: website, professional organizational social media



PROMOTION

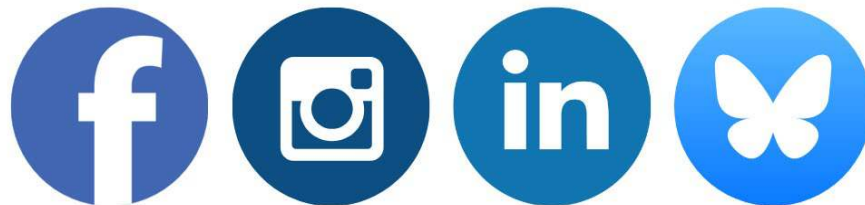
SELECT PARTNER DISCOUNTS

Supporting Partners receive **10% off event and sponsorship opportunities, PX University programs, and speaking engagements**. Additionally, each quarter, partners can access a **unique code to share one piece of member content** with clients or prospects, extending the value of your partnership and showcasing your commitment to advancing the patient experience.



SOCIAL MEDIA WELCOME UPON JOINING

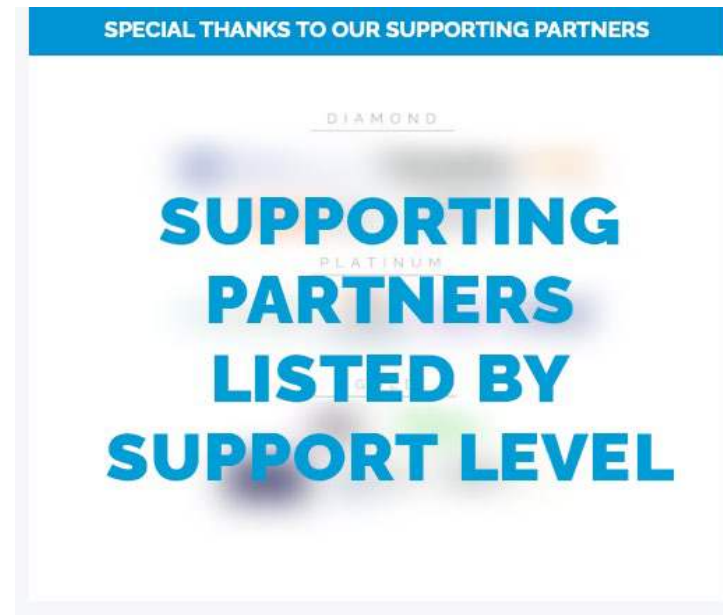
As a new partner, you'll be welcomed with a **personalized social media post** shared across our official platforms on Facebook, Instagram, LinkedIn, and BlueSky. This spotlight introduces your organization to our community, celebrates your commitment to patient experience, and amplifies your visibility within the field.



SUPPORTING PARTNER RECOGNITION ON WEBSITE AND IN PX WEEKLY

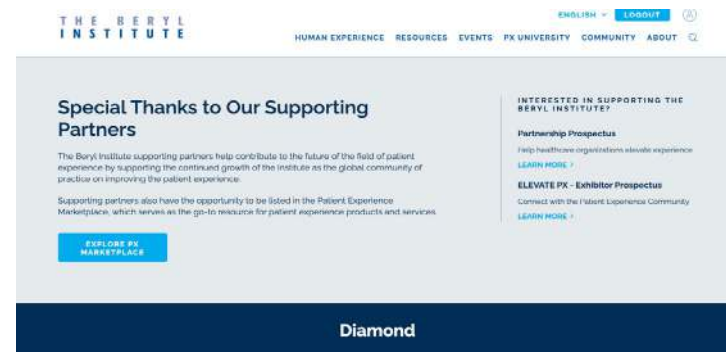
PX WEEKLY

PX Weekly is a community-wide weekly email newsletter of The Beryl Institute that shares resources and updates on upcoming events, publications, podcasts, learning bites, blogs and more. This publication is the one-stop reference for everything patient experience. Each edition of the newsletter has a section dedicated to our supporting partners' logos and is linked to our supporting partner webpage.

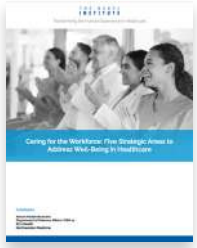


SUPPORTING PARTNERS WEBPAGE

The Supporting Partners webpage is located in the About section of our website and lists all supporting partners alphabetically by support level, and each logo is linked to the sponsor website.



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**



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:



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