

SPONSOR & EXHIBITION BROCHURE



PATIENT EXPERIENCE
AND INNOVATIONS
IN QUALITY IMPROVEMENT
THE FIRST **TRANSATLANTIC** FORUM

CRACOW | June 4-5, 2020



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Dear Friends,

As a former Cleveland Clinic faculty member and a current professor of the Jagiellonian University, I am pleased to invite you to the First Transatlantic Forum: **PATIENT EXPERIENCE AND INNOVATIONS IN HEALTHCARE**. For the first time ever, a world renowned American hospital will collaborate with the best Polish University in a conference that will take place in Krakow, the historical capital of Poland, on June 5th-6th, 2020.

Cleveland Clinic is an American hospital that was established 100 years ago and has since become a top-ranked leader in innovation and world-class patient care. It was the first major academic medical center to highlight the patient experience as a strategic goal, and now hopes to share this goal with other medical institutions. Cleveland Clinic defines the patient experience as putting „Patients First” through Safe Care, High-Value Care, High-Quality Care, and Patient Satisfaction. These pillars will be further introduced to Europe with the opening of a state of the art hospital in the heart of London, planned to be fully operational in 2021.

The Jagiellonian University, founded in 1364, is the oldest university in Poland, the second oldest in Central Europe, and one of the oldest surviving universities in the world. Notable alumni include astronomer Nicolaus Copernicus, Pope John Paul II, and many Nobel laureates. Opened in 2019, the New University Hospital at the Jagiellonian University offers an expansive and modern approach to European healthcare, making the new facilities the perfect location to introduce discourse on a novel concept in worldwide healthcare.

This upcoming Forum is the first of its kind to provide an interactive conversation between top European institutions and the Cleveland Clinic. With our combined expertise and experience, a new generation of next-level, high-quality patient care can be introduced to Europe.

I look forward to seeing you in June and wish you a pleasant stay in Cracow.

Sincerely,

Tomasz Rogula, MD, Ph.D., FACS





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SPONSORSHIP PACKAGES

	STRATEGIC PARTNER	PREMIUM PARTNER	STANDARD PARTNER	PARTNER
Honorary Title	✓	✓	✓	✓
Exhibition Space	20 sq.m	10 sq.m	6 sq.m	10 sq.m
Company logo on website, conference program, promotional materials	✓	✓	✓	✓
Company logo on ID badges	✓	✓	✓	✓
Advertisement in conference program	✓	✓	✓	
Case study (30 minutes)	✓	✓		
One hour debate on the topics indicated by Partner	✓			
Video interview (3-5 minutes) with expert/Partner's speaker. Promotion on websites and social media	✓	✓	✓	
Insert in conference materials	✓	✓	✓	✓
Roll-up in exhibition hall	✓	✓	✓	✓
Number of invitations **	20	10	10	5



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ADDITIONAL ITEMS

One hour debate on the topics indicated by Partner*

Case study (30 minutes)

Advertisement in conference program

Insert in conference materials

Roll-up in exhibition hall

* With approval of the organizing committee.
Speakers' costs and accomodation costs are covered by Partner

** Accomodation costs are covered by Partner

