2021
Quality Innovation Series
Redefining the quality playbook
A Unique Virtual Learning Experience for Health Care Quality Professionals

The National Committee for Quality Assurance (NCQA) is pleased to present the 2021 Quality Innovation Series, a unique virtual learning series for health care professionals who engage with the patient-centered medical neighborhood, PCMH Recognition, Health Plan Accreditation and HEDIS®.1

Building on the success of the inaugural Quality Innovation Series in 2020, this year’s series will bring you the latest in health care quality improvement. NCQA leadership and staff, along with external subject matter experts, will engage learners through sessions on telehealth, digital quality, behavioral health, health equity, quality accelerators, measurement and reporting, value-based contracting, payer-provider collaborations and more. NCQA staff will share upcoming changes to our standards; community and industry experts will share best practices for delivery of quality care.

This year’s live sessions will be held from June through November. All sessions will be recorded and available on demand.

During the series, we will also host virtual versions of the 2021 NCQA Innovation Awards and the 2021–2022 PCMH CCE Quality Awards. Innovation Awards honor Accredited health plans and Recognized practices for implementing leading-edge strategies that improve quality and value. PCMH CCE Quality Awards recognize the integral role of Certified Content Experts in helping practices transform into patient-centered medical homes.

We hope you will join us for this unique experience to advance health care quality. We offer several sponsorship packages and opportunities to help you engage Quality Innovation Series participants.

1HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).

CONTACT US

For questions and sponsorship inquiries:

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Grant & Business Development Manager, Education
National Committee for Quality Assurance
202-955-3503 | baldwin@ncqa.org
Expected Audience

NCQA trainings and events attract a diverse audience of health care professionals from across the patient-centered medical neighborhood, health plan Accreditation and HEDIS landscapes.

Nearly 700 learners attended the 2020 Quality Innovation Series

As of December 31, 2020

The Quality Innovation Series website—where sponsors were recognized—received over 50,000 unique visitors throughout 2020.

We expect an even larger audience in 2021 because the Quality Innovation Series will begin earlier in the year, will be presented over a longer period and will offer additional levels for learners to engage with the content that is most relevant to them.

Feedback from 2020 Quality Innovation Series Attendees

I really liked that I could reserve my calendar for the 60–90-minute sessions and not have to block entire days. I also liked having the recordings to view if I missed any live sessions. The moderators did a good job of monitoring and asking questions from the Q&A sessions.

This was such an awesome series! Well done, NCQA!

The series [brought] important topics and [was] presented in a very organized way.

Good presentations. Always look for inspiration and with these difficult times was hard to find the inspiration[,] but liked looking at telehealth as the positive outcome from COVID.

The knowledge I learned today will be utilized when assisting practices in the medical home concept. Our state Medicaid program is changing reporting requirements and we have to be even more the stewards of our own data and reporting. Several of us are taking this series to better prepare for our increased responsibility.

Communication about HEDIS measures and why they are retired and developed was very helpful and useful information.

This information on direction and reasoning to use value-based care helps us position how we help make healthcare better and present it to the States, MCOs, & Health plans.

Helpful to see how telemedicine and other adaptations were made during the COVID pandemic and how the systems were willing to keep much of the processes and work implemented during this time.

Really enjoyed learning how other organizations are surviving and thriving during the pandemic.
Chapters

Quality Innovation Series topics will be arranged in chapters (discussed below), with 3–5 courses per chapter. Chapters are connected to the central theme of health care quality but do not need to be viewed sequentially. Learners can participate in the entire series or in specific chapters, or take individual courses a la carte. Sessions will include presentations from NCQA leadership and staff, in addition to external subject matter experts, thought leaders and accelerators in health care as we continue to redefine the quality playbook.

Best Practices in Telehealth

When COVID-19 emerged as a threat to public health, telehealth became indispensable for maintaining a functioning health care system. It eased travel burden, reduced missed appointments, increased access to behavioral healthcare, boosted transitional care management and enabled patients to choose virtual visits across a wide array of services. This chapter features panel discussions from frontline care team members on their efforts to deliver high-quality care in a virtual environment.

Digital Quality

Digital quality measures (DQM) are digitalized versions of existing HEDIS measures—the same type of measure that health plans have used and reported on for three decades. DQMs are key to unlocking the potential of a reimagined quality enterprise. They reduce the time and cost to distribute, implement and maintain measures. Electronic Clinical Data System measures (ECDS), a subset of DQMs that use the HEDIS reporting standard, ease reporting burden by using data generated in the normal course of care delivery and captured in EHRs, registries, health information exchanges and other digital sources. This rich clinical data allows measurement of more of what matters, including outcomes and care for individual patients.

Behavioral Health

This chapter draws attention to the critical issue of our country’s strained (and drained) behavioral healthcare resources. We are struggling through isolation, loneliness and a reduced capacity to cope with the stressors of a global pandemic. Behavioral health experts from leading industries and consumers share insights and strategies for improving access to the mental health care system while also demonstrating how to meet the need for whole-person care.

Health Equity

The COVID-19 pandemic has highlighted the urgent need for tools to better identify and address health disparities and under-performance throughout the health care system. This chapter examines efforts to ensure that the patient’s clinician, care team and health plan understand their cultural and linguistic needs and provide appropriate services to meet them. NCQA research staff will share their work to investigate, illuminate and elevate health equity solutions.
Quality Accelerators in Health Care
This chapter features Accredited plans and Recognized practices that have implemented leading-edge strategies to improve both quality and value through a variety of initiatives that improve the customer experience, integrate care, engage patients and their families and work to redesign the care delivery system. Join us as we learn from their innovation, creativity and distinctive “outside the box” solutions.

Measurement and Reporting
Subject matter experts will provide an overview of new HEDIS measures, updates to existing measures and measures that are being retired—including the rationale behind retiring measures and developing new ones—and will share feedback from public comment.

Value-Based Care and Payer-Provider Collaboration
The pandemic bolstered the case for accelerating the move to value-based payment models. Entities in value-based models that focus on population health and accountability already had systems of care in place and were able to quickly adapt to the changing environment. They provided services to their patients and escaped the severe financial disruptions experienced by the loss of fee-for-service revenue. Join us for panel discussions with leaders in value-based care delivery.

Visit the Quality Innovation Series website for an up-to-date course list and schedule.
2020 SPEAKERS INCLUDED:

Dr. Will Shrank, Humana
Redefining the Quality Playbook
Leaders from Accredited health plans discussed how they quickly pivoted to respond to COVID-19 while keeping quality as their mission. They also shared lessons learned that created the new playbook for operating during a pandemic.

Dr. Patrick Conway, Optum
Delivering Value-Based Care Across the Care Continuum
It’s clear that the U.S. health care system has begun to shift from volume to value-based care across the public and private sectors. Value-based models encourage delivery of better care while improving cost and outcomes for all stakeholders. During this session, Dr. Patrick Conway, CEO of Optum Care Solutions, shared insights on value-based care, his vision for implementing solutions across the entire care continuum and his call to action for building a better health care system for everyone.

Dr. Litien (LJ) Tan, Immunization Action Coalition
COVID’s Impact on Vaccinations and Health Care Quality
Dr. Tan, a national expert on immunizations, shared insight on why it is both safe and important for the public to get vaccinated during the pandemic.

Karen Ignagni, EmblemHealth
Taking Care of New York's Heart & Soul, Its People
EmblemHealth is one of the nation’s largest not-for-profit health insurers, with more than 3 million members and an 80-year legacy of serving New York City and the Tri-State area. During this session, Karen Ignagni, CEO, shared EmblemHealth’s commitment to meeting the needs of a diverse membership while navigating the epicenter of the pandemic.

2021 Quality Innovation Series - Redefining the quality playbook

Featured 2020 Keynote Speakers
The Quality Innovation Series covers a range of topics, with presentations from NCQA leadership and staff as well as external subject matter experts from leading health care quality organizations. 2020 Quality Innovation Series content remains available for learners to revisit and catch up on courses they could not attend live.
NCQA Innovation Awards 2021

The NCQA Innovation Awards honor Accredited health plans and Recognized practices for implementing leading-edge strategies that improve quality and value. They also honor organizations that support delivery system redesign and patient engagement initiatives (including digital engagement strategies) that help drive better integration across the delivery system and support person-centered care.

2020 AWARD WINNERS

Project Title: “Healthy at Home” Initiative
Organization: Albany Area Primary Health Care, Inc.
Topic: Response to COVID-19
Project Overview: Albany Area Primary Health Care developed the Healthy at Home Initiative to complement telehealth visits and add a method of communicating with high-risk patients. The goal was to keep patients safe at home, where there was reduced risk of contracting COVID-19.

Project Title: Behavioral Health Homes
Organization: HealthKeepers, Inc. (Anthem)
Project Overview: The Behavioral Health unit of Anthem’s Virginia Medicaid team designed and implemented a treatment model focused on closing disease-specific gaps in care for persons with co-occurring behavioral health and chronic health conditions.

Project Title: Well Fed
Organization: UVMHN Elizabethtown Community Hospital
Project Overview: The Well Fed Collaborative was established to combat the dietary crisis in Essex County, New Jersey. Working together with county and community-based organizations, farms and retailers, the collaborative provides nutrition education, increasing consumption of fresh fruits and vegetables and improving affordability of local foods.

PCMH CCE Quality Awards

There are more than 900 NCQA PCMH Certified Content Experts around the country. CCEs play an integral role in helping practices transform into patient-centered medical homes. To acknowledge their excellent work, NCQA will recognize these award winners in a dedicated session during the Quality Innovation Series.

2020–2021 AWARD WINNERS

• Bonni R. Brownlee, MHA, CPHQ, PCMH CCE
  Clinical Practice Transformation Specialist | Brownlee Healthcare Quality Solutions

• Grace Scharf, MS, MPA, PCMH CCE
  Assistant Director in Ambulatory Care, Quality Improvement | NYC Health + Hospitals

• Karen Taubert, RN, BSN, MBA, PCMH CCE
  Senior Consultant | Comagine Health

Learn more about the 2020 winners and other notable projects.
Sponsors will receive a set selection of benefits at each level, detailed below, as well as a certain number of points that can be used to choose optional Selected Benefits (see the Selected Benefits table for information). Points are only applicable toward the Quality Innovation Series event associated with the sponsorship.

Need help reviewing the benefits and determining the right sponsorship package for your organization? Contact Zach Baldwin (baldwin@ncqa.org) for assistance.

**PRESENTING**

**INCLUDED BENEFITS**

- 50 complimentary registrations to attend all Quality Innovation Series sessions.
- Prominent name or logo recognition and verbal recognition as a Presenting Sponsor of the 2021 NCQA Innovation Awards, presented as part of the Quality Innovation Series.
- Name or logo recognition and verbal recognition as a Sponsor of the Patient Voices Roundtable.
- Name or logo recognition displayed at the beginning and end of each nonaccredited Quality Innovation Series session.
- Sponsorship recognition via NCQA social media channels through a dedicated post featuring only the committed sponsor.
- Name or logo recognition on a tiered sponsorship page on the Quality Innovation Series website.
- Name or logo recognition in marketing emails.
- Sponsorship recognition via NCQA social media channels through posts recognizing all sponsors.
- Marketing Toolkit containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.
- 100 points toward optional Selected Benefits.

**PLATINUM**

**INCLUDED BENEFITS**

- 25 complimentary registrations to attend all Quality Innovation Series sessions.
- Prominent name or logo recognition and verbal recognition as a Presenting Sponsor of the 2021 NCQA Innovation Awards, presented as part of the Quality Innovation Series.
- Name or logo recognition and verbal recognition as a Sponsor of the Patient Voices Roundtable.
- Name or logo recognition displayed at the beginning and end of each nonaccredited Quality Innovation Series session.
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- Sponsorship recognition via NCQA social media channels through posts recognizing all sponsors.
- Marketing Toolkit containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.
- 50 points toward optional Selected Benefits.
### Sponsorship Opportunities and Benefits

#### GOLD

**INCLUDED BENEFITS**
- 15 complimentary registrations to attend all Quality Innovation Series sessions.
- Name or logo recognition and verbal recognition as a Sponsor of the Patient Voices Roundtable.
- Name or logo recognition displayed at the beginning and end of each nonaccredited Quality Innovation Series session.
- Sponsorship recognition via NCQA social media channels through a dedicated post featuring only the committed sponsor.
- Name or logo recognition on a tiered sponsorship page on the Quality Innovation Series website.
- Name or logo recognition in marketing emails.
- Sponsorship recognition via NCQA social media channels through posts recognizing all sponsors.
- Marketing Toolkit containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.
- 25 points toward optional Selected Benefits.

**SILVER**

**INCLUDED BENEFITS**
- 5 complimentary registrations to attend all Quality Innovation Series sessions.
- Name or logo recognition on a tiered sponsorship page on the Quality Innovation Series website.
- Name or logo recognition in marketing emails.
- Sponsorship recognition via NCQA social media channels through posts recognizing all sponsors.
- Marketing Toolkit containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.
- 10 points toward optional Selected Benefits.

**BRONZE**

**INCLUDED BENEFITS**
- 3 complimentary registrations to attend all Quality Innovation Series sessions.
- Name or logo recognition on a tiered sponsorship page on the Quality Innovation Series website.
- Name or logo recognition in marketing emails.
- Sponsorship recognition via NCQA social media channels through posts recognizing all sponsors.
- Marketing Toolkit containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.
- 5 points toward optional Selected Benefits.

**SUPPORTER**

**INCLUDED BENEFITS**
- 2 complimentary registrations to attend all Quality Innovation Series sessions.
- Name or logo recognition on a tiered sponsorship page on the Quality Innovation Series website.
- Name or logo recognition in marketing emails.
- Sponsorship recognition via NCQA social media channels through posts recognizing all sponsors.
- Marketing Toolkit containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.
- 2 points toward optional Selected Benefits.
In addition to the Included Benefits for each sponsorship level, sponsors may use the points associated with their sponsorship level to choose optional Selected Benefits. Points apply only toward the Quality Innovation Series event associated with the sponsorship.

Need help reviewing the benefits and determining the right sponsorship package for your organization? Contact Zach Baldwin (baldwin@ncqa.org) for assistance.

### Sponsorship Level

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<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
<th>Points</th>
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<tr>
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<tr>
<td>Platinum</td>
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<tr>
<td>Gold</td>
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<td>25</td>
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<tr>
<td>Silver</td>
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### Selected Benefits

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<tr>
<td>50</td>
<td></td>
<td>Ability to send one branded email (via NCQA) to Quality Innovation Series attendees after the event. (Content subject to NCQA approval).</td>
</tr>
<tr>
<td>30</td>
<td></td>
<td>Delivery of prerecorded remarks during the Quality Innovation Series Kick-Off Session (up to 2 minutes).</td>
</tr>
<tr>
<td>25</td>
<td></td>
<td>Verbal recognition as a sponsor during all nonaccredited Quality Innovation Series sessions.</td>
</tr>
<tr>
<td>25</td>
<td></td>
<td>Inclusion of prerecorded introductory remarks or a video (up to 1 minute) leading into all nonaccredited Quality Innovation Series sessions (content subject to NCQA approval) with name or logo recognition as a sponsor on the course page of the selected sessions.</td>
</tr>
<tr>
<td>20</td>
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<td>Delivery of prerecorded remarks during the Quality Innovation Series Kick-Off Session (up to 30 seconds).</td>
</tr>
<tr>
<td>20</td>
<td></td>
<td>Option to participate in virtual product demonstration roundtable (30-minute presentation).</td>
</tr>
<tr>
<td>12</td>
<td>∞</td>
<td>Option to build and host a nonaccredited session (30–60 minutes) for Quality Innovation Series attendees, including access to the attendee list (name, title, organization) for that session after the event.</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Inclusion of prerecorded introductory remarks or a video (up to 1 minute) leading into 5 nonaccredited Quality Innovation Series sessions (content subject to NCQA approval) with name or logo recognition as a sponsor on the course page of the selected sessions.</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Option to participate in virtual product demonstration roundtable (20-minute presentation).</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Inclusion of prerecorded introductory remarks or a video (up to 1 minute) leading into 3 nonaccredited Quality Innovation Series sessions (content subject to NCQA approval) with name or logo recognition as a sponsor on the course page of the selected sessions.</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Option to participate in virtual product demonstration roundtable (15-minute presentation).</td>
</tr>
<tr>
<td>3 (included for Gold and above)</td>
<td></td>
<td>Name or logo recognition displayed at the beginning and end of each nonaccredited Quality Innovation Series session.</td>
</tr>
<tr>
<td>2</td>
<td>∞</td>
<td>Digital asset (PDF, link, video) shared with attendees through the Quality Innovation Series virtual platform.</td>
</tr>
<tr>
<td>1 (included for Gold and above)</td>
<td>∞</td>
<td>Sponsorship recognition via NCQA social media channels through a dedicated post featuring only the committed sponsor.</td>
</tr>
<tr>
<td>1</td>
<td>∞</td>
<td>Complimentary registration for 1 individual to attend all Quality Innovation Series sessions.</td>
</tr>
</tbody>
</table>
Sample Sponsorship Packages

Below are examples of packages for each sponsorship level with Included Benefits and optional Selected Benefits.

Need help reviewing the benefits and determining the right sponsorship package for your organization? Contact Zach Baldwin (baldwin@ncqa.org) for assistance.

PRESENTING

INCLUDED BENEFITS

- 50 complimentary registrations to attend all Quality Innovation Series sessions.
- Prominent name or logo recognition and verbal recognition as a Presenting Sponsor of the 2021 NCQA Innovation Awards, presented as part of the Quality Innovation Series.
- Name or logo recognition and verbal recognition as a Sponsor of the Patient Voices Roundtable.
- Name or logo recognition displayed at the beginning and end of each nonaccredited Quality Innovation Series session.
- Sponsorship recognition via NCQA social media channels through a dedicated post featuring only the committed sponsor.
- Name or logo recognition on a tiered sponsorship page on the Quality Innovation Series website.
- Name or logo recognition in marketing emails.
- Sponsorship recognition via NCQA social media channels through posts recognizing all sponsors.
- Marketing Toolkit containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.
- 100 points toward optional Selected Benefits.

$75,000

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<td>Delivery of prerecorded remarks during the Quality Innovation Series Kickoff Session (2 minutes).</td>
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<td>5</td>
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<td>Option to participate in virtual product demonstration roundtable (15-minute presentation).</td>
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<td>Complimentary registration for 1 individual to attend all Quality Innovation Series sessions.</td>
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100
PLATINUM

INCLUDED BENEFITS

- 25 complimentary registrations to attend all Quality Innovation Series sessions.
- Prominent name or logo recognition and verbal recognition as a Presenting Sponsor of the 2021 NCQA Innovation Awards, presented as part of the Quality Innovation Series.
- Name or logo recognition and verbal recognition as a Sponsor of the Patient Voices Roundtable.
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- 50 points toward optional Selected Benefits.

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50,000
Sample Sponsorship Packages

GOLD

INCLUDED BENEFITS

- 15 complimentary registrations to attend all Quality Innovation Series sessions.
- Name or logo recognition and verbal recognition as a Sponsor of the Patient Voices Roundtable.
- Name or logo recognition displayed at the beginning and end of each nonaccredited Quality Innovation Series session.
- Sponsorship recognition via NCQA social media channels through a dedicated post featuring only the committed sponsor.
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<tbody>
<tr>
<td>25</td>
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SILVER

INCLUDED BENEFITS

- 5 complimentary registrations to attend all Quality Innovation Series sessions.
- Name or logo recognition on a tiered sponsorship page on the Quality Innovation Series website.
- Name or logo recognition in marketing emails.
- Sponsorship recognition via NCQA social media channels through posts recognizing all sponsors.
- Marketing Toolkit containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.
- 10 points toward optional Selected Benefits.

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<td>Sponsorship recognition via NCQA social media channels through a dedicated post featuring only the committed sponsor.</td>
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## Sample Sponsorship Packages

### BRONZE

**Included Benefits**
- 3 complimentary registrations to attend all Quality Innovation Series sessions.
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- Name or logo recognition in marketing emails.
- Sponsorship recognition via NCQA social media channels through posts recognizing all sponsors.
- Marketing Toolkit containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.
- 5 points toward optional Selected Benefits.

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<th>Quantity</th>
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<tbody>
<tr>
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<td>Digital asset (PDF, link, video) shared with attendees through the Quality Innovation Series virtual platform.</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>Sponsorship recognition via NCQA social media channels through a dedicated post featuring only the committed sponsor.</td>
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<tr>
<td>2</td>
<td>1</td>
<td>2</td>
<td>Complimentary registration for 1 individual to attend all Quality Innovation Series sessions.</td>
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</table>

### SUPPORTER

**Included Benefits**
- 2 complimentary registrations to attend all Quality Innovation Series sessions.
- Name or logo recognition on a tiered sponsorship page on the Quality Innovation Series website.
- Name or logo recognition in marketing emails.
- Sponsorship recognition via NCQA social media channels through posts recognizing all sponsors.
- Marketing Toolkit containing sample communications and branding to help promote status as a Quality Innovation Series sponsor.
- 2 points toward optional Selected Benefits.

<table>
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<th>Quantity</th>
<th>Point Value</th>
<th>Total Points</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Sponsorship recognition via NCQA social media channels through a dedicated post featuring only the committed sponsor.</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Complimentary registration for 1 individual to attend all Quality Innovation Series sessions.</td>
</tr>
</tbody>
</table>
QUESTIONS?
Contact Zach Baldwin to discuss sponsorship opportunities.

Zach Baldwin
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202-955-3503 | baldwin@ncqa.org