

**BETTER CARE**



**BETTER HEALTH**



**BETTER VALUE**



**Creating High-Performing Care Organizations**

**IQL 2011: AMGA  
National Summit  
on ACOs**

September 19-21, 2011 • Encore at Wynn, Las Vegas, NV

**Contributor/Exhibitor  
Prospectus**

**AMGA**

American Medical Group Association



The American Medical Group Association (AMGA) invites you to take advantage of exclusive contributor/exhibitor opportunities at the upcoming **Institute for Quality Leadership 2011: AMGA National Summit on ACOs**, September 19-21, 2011 at the Encore at Wynn Las Vegas in Las Vegas, Nevada.

Under the theme “Better Care / Better Health / Better Value,” AMGA is continuing its exploration of the accountable care organization (ACO) model at this year’s Institute for Quality Leadership. IQL 2011 once again will be serving as the AMGA National Summit on ACOs and will bring together leaders from the nation’s best healthcare delivery systems to provide practical tools and strategies, including guidance on clinical integration and practice redesign, that will help them position their groups to become high-performing care organizations.

In addition, four AMGA Leadership Councils will be convening at the conference: Chief Executive Officer/President/Chair; Chief Administrative Officer/Chief Operating Officer; Chief Medical Officer/Medical Director; and Quality Director/Officer. The AMGA Leadership Councils are networks of individuals in leadership positions within AMGA member medical groups who share ideas, strategies, and information with colleagues facing similar challenges.

*Below are the sponsorship opportunities available:*

### **Platinum Host for Institute for Quality Leadership Annual Conference and Leadership Council Meetings**

\$50,000 to support this event (you must be a member of the AMGA Corporate Partner Program to be the Platinum Host). The Platinum Host will receive:

- Signage at all of the events and a banner in the registration area of the Leadership Council Meetings and the Institute for Quality Leadership Annual Conference, September 19-21, 2011
- A focus group with members of the following Leadership Councils: Chief Executive Officer/President/Chair; Chief Administrative Officer/Chief Operating Officer; Chief Medical Officer/Medical Director; and Quality Director/Officer\*
- The opportunity to present a short (approximately five-minute) introduction about your organization during a Leadership Council meal function or general session
- Six complimentary registrations to attend the Institute for Quality Leadership Annual Conference
- One tabletop exhibit at the IQL conference
- Lead retrieval system
- Logo on scan cards
- Enhanced acknowledgement in the conference program (including company logo)
- A mention of your support in the association’s newsletter, *Inside AMGA*, and in *Group Practice Journal*
- Pre- and post-meeting attendee list from IQL and Leadership Council meetings
- Preferred hotel room for primary contact

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\* Focus Group/Panel: *The IQL/Leadership Council Meeting Platinum Host Sponsorship includes the opportunity to hold a confidential focus group/panel meeting with members of the Chief Executive Officer/President/Chair, Chief Administrative Officer/Chief Operating Officer, Chief Medical Officer/Medical Director, and Quality Director/Officer Leadership Councils over a 90-minute breakfast or lunch. AMGA will reserve this timeslot in the agenda for this focus group; however, the marketing, agenda development, and activities included in the focus group/panel are the sole responsibility of the Platinum Host. Attendance at the panel will be strictly voluntary on the part of the Council members and AMGA cannot and does not guarantee a minimum number of participants.*



## Gold Contributor at Institute for Quality Leadership Annual Conference

\$7,500 to support this event if your organization is an AMGA Corporate Partner (non-members may participate for a fee of \$13,000). There is a limit of 23 Gold Contributors this year in order to increase your interaction with members. Gold Contributors will receive:

- Interaction with Institute for Quality Leadership attendees
- One tabletop exhibit at the IQL conference
- Banner, with organizational name and logo, in registration area
- Four complimentary registrations to the meeting
- Enhanced acknowledgement in the conference program (including company logo)
- Acknowledgement in *Inside AMGA* and the *Group Practice Journal*
- Lead retrieval system
- Pre- and post-conference IQL conference attendee list

Exhibit space is limited and will be made available first to AMGA Corporate Partners.

### Exhibit Hours

(Subject to change)

#### Monday, September 19, 2011

1:00 p.m. – 5:00 p.m.	Exhibit Set-Up
5:30 p.m. – 7:00 p.m.	Welcome Reception

#### Tuesday, September 20, 2011

7:00 a.m. – 8:00 a.m.	Continental Breakfast
10:00 a.m. – 10:45 a.m.	Refreshment Break
12:00 p.m. – 1:30 p.m.	Lunch
3:00 p.m. – 3:30 p.m.	Refreshment Break
5:00 p.m. – 6:00 p.m.	Reception

#### Wednesday, September 21, 2011

7:30 a.m. – 8:30 a.m.	Continental Breakfast
9:45 a.m. – 10:00 a.m.	Refreshment Break
11:00 a.m. – 3:00 p.m.	Exhibits Move Out

AMGA's IQL Annual Conference is the perfect venue for networking with America's most influential medical group leaders in an intimate and highly interactive setting. A limited number of opportunities exist, so interested sponsors should register online or fax the following contributor registration form and credit card payments to (703) 548-1890 or mail with check to AMGA, Attn: Fred Haag, One Prince Street, Alexandria, VA 22314-3318.

For further information, contact Fred Haag at (703) 838-0033, ext. 329 or fhaag@amga.org.



## 2010 IQL Contributors/Exhibitors

### Platinum

Novo Nordisk

### Gold Contributors

Abbott

Boehringer Ingelheim Pharmaceuticals, Inc.

The Camden Group

CINA

CodeRyte

ECG Management Consultants, Inc.

Humedica

Navigant Consulting, Inc.

The Neenan Company

NextGen Healthcare

NRC Picker

Outcome

Pfizer Inc.

Phytel, Inc.

Press Ganey Associates, Inc.

RealCME, Inc.

Robert Bosch Healthcare

Symphony Corporation

TeleVox

### About the Institute for Quality Leadership and American Medical Group Foundation

The Institute for Quality Leadership (IQL) is devoted to improving the quality of care delivered in the U.S. healthcare system through the advancement of knowledge and the education of healthcare professionals. Its programs are designed to help healthcare organizations improve clinical quality, patient safety, service, and operational efficiency, and to share best practices in patient care. The IQL is supported by the American Medical Group Association (AMGA) and its 501(c)(3) philanthropic affiliate, the American Medical Group Foundation (AMGF). AMGF was formed to develop grant programs, quality awards, research, and education programs and to provide support for initiatives that exemplify the continuing quest for quality care. AMGF is the primary supporter of the Institute for Quality Leadership Annual Conference and AMGA's quality improvement activities. To learn more about AMGF, visit [www.amga.org/foundation](http://www.amga.org/foundation).



# CONTRIBUTOR/EXHIBITOR REGISTRATION FORM

## AMGA Institute for Quality Leadership 2011: AMGA National Summit on ACOs

September 19-21, 2011 • Encore at Wynn Las Vegas • Las Vegas, Nevada

*Please send only one registration for your entire organization*

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP Code \_\_\_\_\_

Phone/Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Contact Person/Ext. \_\_\_\_\_

Product Description

Please provide a brief description (100 words or less) of your product or service.

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### Names of your onsite representatives

(Note: Platinum Host receives 6 complimentary registrations and Gold Contributors receive 4 complimentary registrations. Additional registrations can be purchased for an additional fee)

#### Complimentary Registrations:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

#### Additional Representatives:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Contribution Categories

Platinum Host	QTY _____	\$50,000 ea.
Gold Contributor (AMGA Corporate Partner)	QTY _____	\$ 7,500 ea.
Gold Contributor (Non-member)	QTY _____	\$13,000 ea.
AMGA Corporate Partner Additional Representatives (each)	QTY _____	\$ 795 ea.
Non-member Additional Representatives (each)	QTY _____	\$ 1,195 ea.

**Total Amount Enclosed**

Payment in full is to be included with this contributor registration. Cancellations received by **August 15, 2011** will receive a refund (less a \$500 processing fee). No refunds can be made after this date.

Fax form and credit card payments to (703) 548-1890 or mail with check to AMGA, Attn: Fred Haag, One Prince Street, Alexandria, VA 22314-3318. For further information, contact Fred Haag at (703) 838-0033, ext. 329 or fhaag@amga.org.



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