



# BUSINESS *of* HEALTH CARE

conference

FEBRUARY 3, 2007

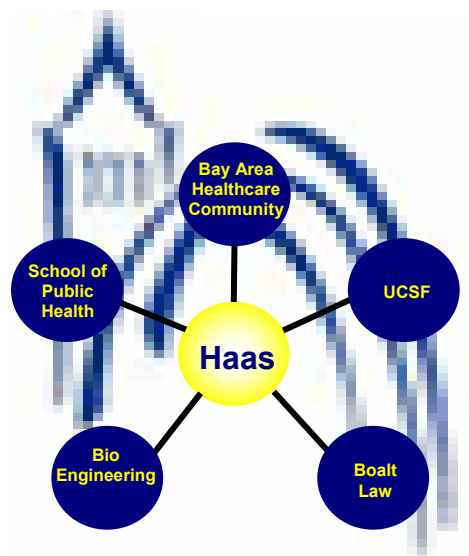
UC BERKELEY WALTER A. HAAS SCHOOL OF BUSINESS

<http://www.haashealthcareconference.org>

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## WELCOME TO HAAS

We are at the hub of interdisciplinary relationships located in a major health care community.



We are building upon these dynamic relationships to transition from a prominent position within the local health care community to become a nationally recognized health care powerhouse.

The foundation of this road is supported by our long-standing initiatives such as our yearly Healthcare Firm Night, Company Treks, and Haas Days on the Job. Newer developments on this path include the now-annual BioEntrepreneurship Roundtable and BioFellowship Program.

HAAS' NEXT BIG STEP:



**BUSINESS *of* HEALTH CARE**  
conference

University of California

**Berkeley**

Haas School of Business



# BUSINESS *of* HEALTH CARE

## conference

### THE EVENT

#### THE PURPOSE

Our goal is to create a conference that provides the premier interdisciplinary forum to exchange cutting-edge information and innovative approaches that span the entire spectrum of the complex health care landscape. We plan to have the conference bring together and leverage tremendous academic, political, scientific, and business expertise in an integrated effort to understand and strike an impact on emerging challenges facing the dynamic and multifaceted health care world.

#### CONFERENCE THEMES



##### **INNOVATION**

We intend to disseminate the newest, most innovative ideas and methods of addressing the major issues in health care. Haas is a recognized leader in entrepreneurship and this entrepreneurial spirit is the key to fostering innovation in any industry.



##### **INTEGRATION**

Health care is an industry unlike any other that encompasses a wide range of disciplines. We plan to bring in expertise and perspectives from all of these disciplines so that people from every facet of health care can share ideas and learn from each other.



##### **IMPACT!**

We strive to emphasize how health care companies can, should, and do make an Impact in the world. In this vein, we plan to emphasize topics like corporate social responsibility and discuss issues pertaining to international health care.

#### ATTENDEES

To support our guiding principles, the following people will be in attendance:

- Students interested in health care from across UC Berkeley and other schools•
  - Haas and School of Public Health Alumni•
  - Health Care Professionals•



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## THE AGENDA

### CONFERENCE AGENDA

**WELCOME KEYNOTE: *INNOVATION***

BREAKOUT PANEL I

INTERNATIONAL HEALTH CARE, HEALTH CARE IT, VENTURE CAPITAL

**LUNCH**

**MID-DAY KEYNOTE: *INTEGRATION***

BREAKOUT PANEL II

BIOTECH, PAYOR/PROVIDER, CORPORATE SOCIAL RESPONSIBILITY

**COFFEE BREAK**

BREAKOUT PANEL ROUND III

MEDICAL DEVICE, HEALTH CARE POLICY, ENTREPRENEURSHIP

**FINAL KEYNOTE: *IMPACT!***

**NETWORKING RECEPTION**



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## SPONSORSHIP



**PARTNER for SUCCESS**

•VISIBILITY•

High visibility at the only business school health care conference on the West Coast

•COMMUNICATION•

Share your company's initiatives, innovations, and successes to the broader health care community

•NETWORKING•

Network with conference attendees to strengthen its relationships within the health care community

•ACCESS•

Access to a diverse student base that one of the fastest growing areas within the Haas community  
(14% of 1st year students pursued health care related internships in 2006)

<b>SPONSORSHIP LEVELS</b>	<i>PLATINUM</i>	<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>	<i>FRIENDS</i>
RECOGNITION AS CONFERENCE SPONSOR ON ADVERTISING	◆				
PROJECTION OF LOGO/ADS AT FRONT OF MAIN CONFERENCE ROOM	◆				
VERBAL RECOGNITION AND FORMAL THANK YOU DURING CONFERENCE	◆				
DISPLAY OF COMPANY BANNER AT EVENT	◆	◆			
DISPLAY TABLE AT EVENT FOR RECRUITING OR PUBLIC RELATIONS	◆	◆	◆		
FREE ADVERTISING SPACE IN EVENT PROGRAM	<b>1 PAGE</b>	<b>1 PAGE</b>	<b>½ PAGE</b>	<b>¼ PAGE</b>	
COMPLIMENTARY TICKETS TO CONFERENCE	<b>12</b>	<b>10</b>	<b>8</b>	<b>4</b>	<b>2</b>
OPPORTUNITY TO CONTRIBUTE TO ATTENDEE GIFT BAGS	◆	◆	◆	◆	◆
IDENTIFICATION AS SPONSOR IN CONFERENCE PROGRAM & WEBSITE	◆	◆	◆	◆	◆
<b>SPONSORSHIP</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>