

AMPLIFY

BOOSTING THE POWER OF CONNECTIVITY
CONNECTING MICHIGAN FOR HEALTH
2019

INTEROPERABILITY LAND™ COMES TO DETROIT MAY 30TH

MotorCity Casino, Grand Ballroom, Salon C
2901 Grand River Ave, Detroit, MI 48201 (Lower Level)

On Thursday May 30, 2019 the nation's first combined healthcare & finance Connectathon will begin in Detroit, Michigan. For two days, over 100 developers from the Healthcare and Finance industry will be challenged to demonstrate and test their skills as programmers and innovators in Interoperability Land™ (IOL). IOL is a multi-organization digital sandbox populated with realistic synthetic data and reusable personas designed to showcase new technology, promote standards (e.g. HL7 FHIR), and accelerate interoperability. At the Detroit Connectathon developers can build and demonstrate solutions, explore parallels and synergies between the finance and healthcare industries, and create innovative new solutions to unsolved problems.

The Michigan Health Information Network Shared Services (MiHIN) is hosting the Detroit Connectathon as the launch event for the annual Connecting Michigan for Health 2019. MiHIN is actively seeking technical participation from healthcare and the financial services developers interested to act as track co-leads and help refine the tracks. The tracks envisioned include:

- Track One:** Leverage open business models to create dynamic ecosystems of value between healthcare and finance
- Track Two:** Explore the value and opportunity of cross-industry digital identity networks
- Track Three:** Exploit healthcare patient matching technology to create unified customer experiences in financial services

Because MiHIN hopes to reach a broad base of Michigan technical talent and beyond, there will be no cost to participate in the Detroit Connectathon. Therefore, to help defray the costs of the event MiHIN has made multiple sponsorship opportunities available.



Please contact Tim Pletcher at pletcher@mihin.org
231.881.7655 for technical interest or additional information on sponsorship





SPONSORSHIP OPPORTUNITIES*

TITLE	AMOUNT	AVAILABILITY	INFORMATION
Platinum Sponsor	\$25,000	1	Platinum sponsors shall be recognized throughout the event in all printed materials, electronic distributions; and press releases related to the event will carry acknowledgment of the Platinum sponsor. This includes pictures with event winners and award presentations plus their corporate logo prominently displayed on event merchandise.
Detroit Innovator Sponsor	\$15,000	1 - Finance 1 - Healthcare 1 - Information Technology	Detroit Innovators (Finance, Healthcare, and the Information Technology sponsor) shall be recognized as the industry leaders for interoperability.
Track Sponsor	\$7,500	3	As a track sponsor, your organization will be recognized as the sponsor for one of three event tracks. Your technical representatives will be included in track events.
Lunch Sponsor	\$3,500	2	Lunch sponsors will be publicly recognized during the major meal and with placards at each table.
WIFI Sponsor	\$3,500	1	The WIFI sponsor will receive recognition throughout the facility for all data connectivity used for the event.
Breakfast Sponsor	\$2,000	2	Breakfast sponsors will have their logo present on the meal buffet.
Snack Sponsor	\$1,000	2	Snack sponsors will be recognized via placards during the snack period.

* All sponsors shall have their logo's and status recognized in the official program brochure