

## Digital Orthopaedics Conference

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# SPONSORSHIP SUMMARY

## DOCSF 2018

## CONFERENCE OVERVIEW

### Conference Name:

UCSF Digital Orthopaedics Conference San Francisco 2018 (DOCSF 2018)

Sunday, January 7, 2018, bridging CES and JP Morgan Healthcare Conference.

### Conference Summary:

- The aim of the UCSF Digital Orthopaedics Conference San Francisco (DOCSF) is to catalyze the implementation of technological solutions in the world of orthopaedics.
- The premise of the DOCSF is that focusing on a highly integrated vertical within health care is a more effective way to test and implement technology than doing so in the broader and amorphous health care space.
- We believe that orthopaedics and musculoskeletal care, which comprises up to 20 percent of the health care annual spend, has a short cycle time, is centralized and is relatively high cost, is the perfect vertical within which to focus and integrate digital assets.

Designed for executives and leaders who want to champion the digital health revolution in the field of musculoskeletal care, this highly interactive symposium will:

- Provide a forum for health care providers to clearly state their needs and for technology companies to clearly state their capabilities. The goal is to bridge opportunities with solutions in the musculoskeletal vertical.
- Use the case study format to elucidate the impact of technology on cost, quality and access in real world scenarios. These small, interactive sessions focus on the challenges of implementation and the learned lessons of experience.
- Include thought provoking sessions on change management and leadership, focusing on how to best deploy technology in health care.
- Summarize the most important changes in the world of policy and politics and how they will impact health care in the immediate future.
- Gather the most innovative and influential companies in digital health today and provide an overview of how technology and digital health trends will impact orthopedic care.

### Goal:

The goal of the conference is to expedite the deployment of innovative solutions in musculoskeletal care by providing a) clarity around the opportunities in orthopedics, b) insight into the capabilities of digital health solutions in the context of a purpose driven format.

At the DOCSF, rather than discussing future trends, we will focus on what can be solved in the near future and how to do it. We will bring together a curated audience of key stakeholders in the worlds of digital health and clinical orthopaedics who can get things done. Think of it as a hack-a-thon for bridging the last mile between the world of technology and digital health and the delivery of orthopedic care.

## Activity Design:

The conference will take place in San Francisco prior to the beginning of the JP Morgan Health Care conference in San Francisco. The conference will include:

- Topic based plenary sessions
- Keynote lectures followed by interview questions
- Case study presentations followed by panel discussions
- Sponsored lunch symposia
- Innovation Lounge start-up exhibit hall
- Social/networking activities

## Target Audience:

1. Operational Executives from Medical Groups, Health Care Organizations, Government, and Payers interested in designing orthopedic care models that take advantage of new digital and technological platforms.
2. Executives from Technology and Digital Health companies, Industry, Venture Capital, Law and Banking looking for key strategic health care delivery partners to bring to market solutions designed to meet current opportunities in Orthopedics and Sports Medicine.
3. Executives in both fields looking to get a clear understanding of the state of the art of the digital and technological solutions applicable to orthopaedic care and an overview of the key challenges and opportunities that need solutions in Orthopedics.

## Needs Assessment:

### Why focus on Orthopedics?

- Health Care is 17 percent of the US GDP and too large of a topic to address effectively in a single meeting.
- The needs of primary care doctors and subspecialty surgical doctors are very different – as well as patients accessing varied service lines.
- Technologically advanced surgical specialties such as orthopedics are responsible for a large portion of total medical expenditures (\$2.5B in 2010 for Medicare alone).
- 30 percent of doctor office visits include the management of musculoskeletal problems.
- Staying active is so central to the whole concept of **wellness** that much of the sensor technology currently available focuses on motion and mobility tracking, which is the focus of Orthopedics.

### Why is Orthopedics likely to adapt new technology?

- First, Orthopedics is amongst the most “gadget centric” specialties in medicine meaning that most people working in this area are open to the use of technology to aid them in their work.
- Second, while Medicine as a field is highly resistant to change due to the potential risk associated with failure, Orthopedic problems are generally not life threatening. Thus the threshold for change is generally lower.
- Third, Orthopedic procedures are very common and are thus a target for cost reduction strategies by payers such as Medicare. Bundled payment and other initiatives mean that providers of orthopaedic care are looking for technology that will allow them to streamline operations and become more competitive in the marketplace as they are faced with decreasing margins.

### Desired Objectives:

- Digital health and Technology executives attending this conference will leave with a clear **understanding of the challenges and opportunities** in Orthopaedics.
- Health care leaders at the conference **will be able to clearly articulate how digital health and technology can be implemented in orthopedic care** delivery models.
- Attendees will **understand which tools most effectively engage** musculoskeletal providers and their patients.
- Attendees will understand how technology companies and health care institutions can **partner to implement effective change** in the clinical setting.
- Through the workshop discussions of case studies and guided small group interactions, attendees will learn how to develop solutions using digital health and technology in the **“last orthopedic mile”**.

### Desired Outcomes:

- New partner ventures / pilot projects between tech companies, insurers and health care providers.
- Establish a leadership network in Orthopaedics and Digital Health.
- Leaders with broadened skills in enabling change, ideas for what could be changed, and the confidence to make it happen.
- The creation of a network of stakeholders linked through their experience at the conference that will become the key drivers of innovation.

## Conference Chair:

Stefano Bini, MD

## Conference Planner:

Erin Simon, [erin.simon@ucsf.edu](mailto:erin.simon@ucsf.edu)

## Available Sponsorships:

Please see the following pages to view available sponsorships. **Customized options are available.**

## SPONSORSHIP TIERS

### Platinum Level Sponsorship ~ \$60,000

- Welcome remarks and logo during networking reception
- 15 event badges
- Podium introduction of Key Note speaker
- Advisory board member DOCSF 2018 (non-voting)
- Premiere booth space (two 6-foot tables) \*
- Company acknowledgement and logo on sponsorship signage
- Recognition in the program guide
- Company acknowledgement and logo on event signage
- Company acknowledgement and logo on event website
- Promotional collateral in conference bag
- Registration contact list
- Networking reception Saturday evening

### Gold Level Sponsorship ~ \$40,000

- Verbal acknowledgement during networking reception
- 12 event badges
- Podium introduction of Key Note speaker
- Advisory board member DOCSF 2018 (non-voting)
- Premiere booth space (two 6-foot tables) \*
- Company acknowledgement and logo on sponsorship signage
- Recognition in the program guide
- Company acknowledgement and logo on event signage
- Company acknowledgement and logo on event website
- Promotional collateral in conference gag
- Registration contact list
- Networking reception Saturday evening

## Silver Level Sponsorship ~ \$25,000

- Six event badges
- Premiere booth space (two 6-foot tables) \*
- Company acknowledgement and logo on sponsorship signage
- Recognition in the program guide
- Company acknowledgement and logo on event signage
- Company acknowledgement and logo on event website
- Registration contact list
- Promotional collateral in conference bag

\* See next page for booth inclusions

## Sponsored Lunch Symposium ~ \$10,000 **SOLD OUT**

Interested sponsors may present their products and/or services to approximately one third of DOCSFs audience, during Sunday's sponsored lunch symposia in a breakout room (capacity 30 to 50 attendees). Limited to one sponsor.

The following is included with your sponsorship:

- Catered lunch\* (non-tax deductible) \*Customized menu can be arranged at an additional fee.
- Devoted function space in a private room
- Configurable room set-up
- Lectern
- HDTV monitor
- Internet access
- Power
- Registration contact list
- Company acknowledgement and logo on sponsorship signage
- Recognition in the program guide
- Company acknowledgement and logo on event signage
- Company acknowledgement and logo on event website

## EXHIBITOR DETAILS

### Exhibitor Package \$1,500

The following inclusions will be provided:

- One 6-foot table booth space in the **central** Exhibit Hall
- Two event badges
- Booths in the same area as food and coffee breaks
- Recognition in the program guide
- Company listing on event website

## ADDITIONAL ALA CARTE SPONSORSHIPS AVAILABLE

- Conference notebooks
- Conference bag
- Conference pen
- Event Lanyards
- USB chargers
- Internet (non-tax deductible)
- Morning break (non-tax deductible)
- Afternoon break (non-tax deductible)
- Conference monitors (non-tax deductible)
- Conference suite for your personal use daily (non-tax deductible)
- Day room suite for your personal use (non-tax deductible)
- Online advertising (on DOCSF website, social media, podcast)
- Conference guide advertisement
- Promotional literature in conference bag

### Other:

Additional and/or customized sponsorships are available upon request.

# ORDER CONFIRMATION FORM

COMPANY INFORMATION		
<b>Name of Company</b>	Please Provide Company Name as it Should Appear in Event Program and Website	
<b>Company Contact</b>	Name	Title
	Contact Phone Number	Contact Address
	E-mail Address	Website
EXHIBITOR / SPONSOR INFORMATION		
<b>Sponsorship</b>	If you Would Like to be a Sponsor, Please Check Level of Interest: <input type="checkbox"/> Platinum Level Sponsorship <input type="checkbox"/> Gold Level Sponsorship <input type="checkbox"/> Silver Level Sponsorship <input type="checkbox"/> Lunch Symposium Sponsorship <input type="checkbox"/> Other	Calculated Sponsorship Total
<b>Exhibitor Package</b>	If you Wish to be an Exhibitor, Please Check Appropriate Box Below: <input type="checkbox"/> My Sponsorship Includes the Exhibitor Package (Complimentary) <input type="checkbox"/> I Would Like to Purchase ___ Exhibitor Booth Package <input type="checkbox"/> I Would Like to Purchase an Start-up Exhibitor Booth Package	Calculated Exhibitor Total
<b>Sponsorship Enhancements</b>	<input type="checkbox"/> Please Contact me to Discuss the Ala Carte Sponsorship(s) Detailed Below...	
	<input type="checkbox"/> Please Contact me to Discuss the Customization of a Sponsorship, as Detailed Below...	
<b>On-Site Representatives</b>	Please Name (in the below fields) all People Chosen to Receive a Complimentary Event Badge. Information Documented in these Fields will be Printed on the Badges EXACTLY as Shown Below.	
	Representative's First Name <span style="float: right;">Representative's Last Name</span>	
	Representative 1:	
	Representative 2:	
	Representative 3:	
Representative 4:		

PAYMENT INFORMATION	
<b>Form of Payment</b>	Please Choose One of the Following Payment Options:  <input type="checkbox"/> Check – Make Check Payable to UCSF Foundation & Send with Completed Form via US Post to  UCSF Foundation PO Box 45339 Attn: Darrell Young San Francisco, CA 94145  <input type="checkbox"/> Credit Card – Please contact Teresa Toy at 415-476-3624 or <a href="mailto:Tesesa.Toy@ucsf.edu">Tesesa.Toy@ucsf.edu</a> to arrange credit card payments.