



# NAACOS Quarterly Call with Partners



September 18, 2025

# Agenda



## Welcome

Presented by: MaryJane Thomas, Membership Director

## Fall 2025 Conference Update

Presented by: Emily Perron, Events Manager

## NAACOS Education Update

Presented by: Melody Danko-Holsomback, Vice President of Education

## NAACOS Health IT Workgroup

Presented by: Ivory Harding, Director of Federal Affairs

## Sponsorship Packages

Presented by: MaryJane Thomas, Membership Director

## Q&A

# Fall 2025 Conference Update



# Fall 2025 Conference Information



- **Wednesday, October 8 – Friday, October 10**
- Expecting ~650 attendees
  - Clinical leaders of ACOS
  - Administrators of ACOs
  - Partners in ACOs
  - Value Based Care providers
  - Executives considering the ACO model
  - Payers
- **Attendee Breakdown:**
  - ACO: 70%
  - Vendor: 27%
  - Other: 3%

# Fall 2025 Conference Update



- NAACOS Partners are the only non-ACOs allowed to sponsor and exhibit during the conference. Partners can register two attendees per conference at the prevailing rate.
- Agenda includes several coffee breaks and a lunch break each day, and a reception on Thursday evening for attendees to network with exhibitors.
- Tabletop space is sold out. We have opened booth-only space, with limited available on a very first-come-first-served basis. Contact [eperron@naacos.com](mailto:eperron@naacos.com) to reserve ASAP.

# Fall 2025 Conference Update Con't



- All logistics including shipping information, AV/electric, conference hours, etc. can be found in the Exhibitor Kit.
- Some sponsorship opportunities are still available! Please reach out to Emily Perron ([eperron@naacos.com](mailto:eperron@naacos.com)) if interested.
- Whova App:
  - App goes live 2 weeks before the conference starts
  - Complimentary lead generation through our conference app, if exhibiting/sponsoring
  - Access to set up your exhibitor profile is already live – be sure to fill that out!
  - Exciting new opportunities to increase engagement with attendees!
  - Whova holds online webinars for exhibitors that is complementary and is an excellent tool to take advantage of before the conference.

# Fall 2025 Exhibitor Add Ons



## Increase Your Engagement with Attendees!

- **App Messaging - \$3500**
  - Send your own message directly to attendees' Whova inbox
    - May only send during conference (October 8-10)
    - Limited to sending 1 message
  - Each attendee who opens the message or interacts with the message (liking, etc) becomes a lead for you, without having to scan their badge onsite
  - Access the analytics of the message from your Whova exhibitor profile
- **App Notifications - \$2500**
  - Sent to all attendees e-mail and as a push notification if set to receive notifications on device
  - Limited time slots available during the conference
  - NAACOS sends on your behalf
- **Scrolling Banner - \$1500**
  - Scrolling banner ad on the Whova app
  - When clicked on, goes to your profile within the Whova app
  - Limited to 5
- **Social Media Post - \$1500**
  - Available the week leading up to the conference
  - Very limited availability

\*\*If interested in reserving one of the add ons or seeing examples from previous conferences, please reach out to Emily Perron ([eperron@naacos.com](mailto:eperron@naacos.com)).

# Fall Conference Special Packages



- **Virtual Exhibitor Package - \$4,000**

- Perfect for Partners not exhibiting at this conference to connect with attendees!
- Package Includes:
  - Virtual Exhibitor Profile
    - Located within the Whova app under 'Exhibitors'
    - Includes the ability to include website, contact info, documents, videos, live product demos, and more
    - Partner attending in person but not exhibiting will receive access to lead gen feature
  - 1 App Message
    - You send message to all attendees in the Whova app, gain each open as a lead with contact info
    - Access analytics report with open rates, etc.

- **Exhibitor Package - \$3,000**

- Perfect for Partners to drive traffic to their tabletop display!
- Package Includes:
  - Social Media Post
    - Your message/image posted to NAACOS LinkedIn and X accounts in the days leading up to conference
    - Full analytics reports of click rates, engagement, etc.
  - 1 App Notification
    - NAACOS sends message on your behalf during the conference, goes to all attendees as a push notification on their device and to all attendee email addresses.
    - Can work with you to schedule around networking breaks, events happening at your booth, or a relevant session to drive attendees to your space

Email  
eperron@naacos.com  
to reserve!

# NAACOS

## Education Update



# NAACOS Boot Camp 201 Sponsorship



- **Sponsorship Package: \$25,000**

- 3 days of virtual sessions per track, 4-5 hours per day
- 2 sponsors per track
- Sponsors present in up to 2 sessions and are part of audience and activities
- Complimentary sponsor registrations, extensive recognition on site and in promotions, attendee list

Data & Analytics Topics: Jan. 21-23	Clinical Operations Topics: Jan. 28-30
Policy update	Policy Update
Fraud, Waste and Abuse	Reconciling & Aligning VBC Contracts
Shadow Bundles	Success in Health System Integration/Independent Practice
Strategic Predictive Analytics	Specialty Engagement with CQM Reporting
Data Solutions Lab	Patient Engagement
Cost and Utilization Trends	Documentation for eCQM Reporting
Quality Performance Analytics	HCCs
BCDA Files to Capture Data Trends	Post Acute – Coordinating Next Level of Care
Calculating Risk/Risk Adjustment Models	Leadership Churn
Integrating Data Insights	Partnership with Community Organizations
Telemedicine & Remote Monitoring Analytics	Clinical Guidelines

# 2026 Regional Meeting Sponsorships



## • In Person Meeting Sponsorship:

- Sole event sponsor
- Participation on meeting session
- Two complimentary registrations (*only sponsoring partners eligible to attend*)
- Extensive recognition on site and in promotions, attendee lists
- Ability to host a dinner for attendees adjacent to event.

## • Virtual Meeting Sponsorship:

- Participation on one meeting session
- 15-20 minute live sponsor session (demo, client interview, etc.)
- Post-event attendee list
- Extensive recognition on NAACOS website, social media, etc.

In Person Meetings: \$25,000	Virtual Meetings: \$12,000
Week of Jan. 12-15: Southcentral Region	February: Midwest Region
Week of Feb. 9-12: Southeast Region	March: Northeast Region
Week of June 15-18: MidAtlantic Region	March: Northwest Region
Week of July 13-17: Northeast Region	May: Southwest Region
Week of August 10-14: Northwest Region	August: Southeast Region
Week of November 9-13: Southwest Region	September: Southcentral Region

Partners may sponsor up to 2 in person and 2 virtual Regional events annually

# ACO Showdown



- Showcase your product via client innovation in this sponsored competition event. Dates available this Fall.
- Recording available to member and non-members on our website [here](#)
- Participating client does not need to be a NAACOS member (As long as they are an ACO or VBC entity)
- Live event open to members and non-members
- Find more information and sponsorship form [here](#)

# Educational Event Questions?



## Contact:

- Melody Danko-Holsomback, VP of Education, NAACOS:  
[mdholsomback@naacos.com](mailto:mdholsomback@naacos.com)
- MaryJane Thomas, Membership Director, NAACOS:  
[mjthomas@naacos.com](mailto:mjthomas@naacos.com)

# NAACOS

## Health IT Workgroup



# Make Health Tech Great Again



- The Trump Administration secured commitments from major health care and technology companies to build a next-generation digital health ecosystem.
  - [Make Health Tech Great Again](#)
- Priorities for NAACOS Health IT Workgroup:
  - Create a framework to engage with CMS on the critical role of ACOs within the evolving digital health product ecosystem.
  - Focus on advancing interoperability, optimizing patient access, and securing seamless data exchange.
  - Collect insights to shape future educational resources for regulatory requirements.
- Advocacy in Action:
  - [Health Technology Ecosystem](#)
    - NAACOS [comments](#) highlighted barriers to the adoption of new technologies and thoughtful pathways for enhancing existing requirements.
  - [PTAC RFI: Data and Health Tech to Empower Consumers and Support Providers](#)
    - NAACOS [comments](#) shared goals to improve value-based care and empower patients through effective and responsible adoption of technology in healthcare.

**Contact Ivory Harding at [iharding@naacos.com](mailto:iharding@naacos.com) to join the Health IT Workgroup –  
Inaugural meeting on September 25<sup>th</sup> at 10:00 am ET**

# Sponsorship Packages



# Thank You Sponsorship Specials



- As a thank you for being a loyal partner and attending today's Quarterly Call, NAACOS is offering the following sponsorship specials if you book before the Fall Conference. Contact [mjthomas@naacos.com](mailto:mjthomas@naacos.com) to reserve!
- **Discounted Sponsored Webinar – 20% Off!**
  - You create the content and select your speakers, NAACOS handles promotion and registration!
  - Live 60-minute event with 100 guaranteed registrants
  - Recording featured on NAACOS website
  - Valuable leads included in post-event registration report
- **Sponsored Email Package – BOGO 50% Off**
  - Reach 6,000+ VBC executives with a self-contained HTML email that NAACOS sends on your behalf
  - Receive analytics report to measure your campaign's success, including open and click through rates and the names of the first 50 organizations to open the email

# Contacts and Questions



- Fall Conference:
  - [eperron@naacos.com](mailto:eperron@naacos.com)
- Educational Activities:
  - [mdholsomback@naacos.com](mailto:mdholsomback@naacos.com)
- Health IT Workgroup:
  - [iharding@naacos.com](mailto:iharding@naacos.com)
- Sponsorship Specials:
  - [mjthomas@naacos.com](mailto:mjthomas@naacos.com)