



**Institute for Diversity
and Health Equity**

An affiliate of the American Hospital Association



STRENGTHENING OUR ROOTS:

**EXPANDING OUR
FOCUS IN
DIVERSITY,
INCLUSION AND
HEALTH EQUITY**

**2018 NATIONAL LEADERSHIP &
EDUCATION CONFERENCE**

JUNE 28–29 | SWISSÔTEL CHICAGO

**GET THE LATEST CONFERENCE DETAILS
AND REGISTER TODAY AT**

www.diversityconnection.org



DEAR COLLEAGUES,

The Institute, the American Hospital Association (AHA) and our national partners believe that tackling health disparities and promoting diversity in health care leadership is critical to ensuring the highest quality of care for everyone. That is why, as of January 2018, all AHA hospital and health system members are now members of the newly renamed Institute for Diversity and Health Equity. Continued acceleration, innovation and thought leadership to advance access and quality of care for all people, in every community is imperative.

We want to hear your voice and expertise. Please join us June 28-29 in Chicago as we empower health organizations to advance their equity, diversity and inclusion objectives. Our conference theme, *“Strengthening Our Roots: Expanding Our Focus in Diversity, Inclusion and Health Equity,”* will offer a unique educational platform where you will hear from health care trailblazers dedicated to accelerating diversity and achieving health equity. Subject matter experts will demonstrate the value of engaging non-traditional partners and share proven methods that reduce health disparities.

The Institute for Diversity and Health Equity will continue focusing on three priority areas – Expertise, Education and Agent of Change – as we lead and support the field’s efforts to accelerate diversity, inclusion and health equity.

We also are excited to unveil and promote new opportunities to engage with the Institute, including Equity Training Symposiums, thought leadership podcasts, virtual learning sessions for our Equity of Care Champions, and much more.

In addition, we will share a sneak peek of the 2018 AHA Population Health and Equity, Diversity and Disparities in Health Care Survey results.

We look forward to seeing you in Chicago as we take the next step on our journey to health equity!

Best regards,

Cynthia Washington
Interim President and CEO





THE 2018 NATIONAL LEADERSHIP & EDUCATION CONFERENCE

The Institute's National Leadership and Education Conference is the premier health services conference on advancing health equity, diversity and inclusion. The conference provides leadership development in diversity management, insights on designing and effectively managing health equity and diversity programs, valuable resources and tools for health care organizations, succession planning and more.

WHO ATTENDS THE NATIONAL LEADERSHIP AND EDUCATION CONFERENCE?

- Hospital administrators and directors
- Chief human resource officers, directors and executives
- Chief diversity officers, directors and executives
- Consultants
- Trustees
- And other health care management professionals
- Health care directors and executives in the following areas:
 - Health equity
 - Patient safety and quality
 - Population health
 - Community health

WHY ATTEND THE 2018 NATIONAL LEADERSHIP AND EDUCATION CONFERENCE?

EDUCATION AND BEST PRACTICES PROGRAMS

- Advance your leadership capabilities
- Strengthen your role as a diversity practitioner
- Hear from notable leaders on health equity and the elimination of health disparities
- Gain knowledge of the latest trends in health care diversity management through interactive breakouts for all career levels

VALUABLE TOOLS AND RESOURCES

- Gain access to a variety of take-away tools, best practices and guides
- Network with other national and regional diversity health practitioners and health care leaders
- Hear from experts and thought leaders from hospitals, government entities and the business community

INNOVATIVE PRODUCTS AND SERVICES

- Examine strategies and products that can help you innovate within your organization
- Networking and knowledge-sharing on state-of-the-art services in health care
- Connect with innovative suppliers helping to advance health care

PROGRAM CONTENT AREAS

- Data collection, usage and tools
- Diversity in leadership and governance best practices and strategies
- Cultural competency curricula
- Community partnership development
- Latest related standards





SCHEDULE-AT-A-GLANCE

WEDNESDAY, JUNE 27

PRE-CONFERENCE

10:00 a.m. – 1:00 p.m. Special Chief Diversity Officer Roundtable
Invitation-Only

THURSDAY, JUNE 28

7:00 a.m. – 5:00 p.m. Registration Open

7:00 a.m. – 8:30 a.m. Continental Breakfast

7:00 a.m. – 5:00 p.m. Exhibits and Poster Sessions

8:30 a.m. – 9:15 a.m. Opening and Welcome

9:15 a.m. – 10:15 a.m. Keynote Address

10:45 a.m. – 12:00 p.m. Rapid Fire Equity Diversity Inclusion (EDI) Talks

12:30 p.m. – 2:00 p.m. Luncheon

2:30 p.m. – 3:45 p.m. Diversity Trailblazers Plenary

4:00 p.m. – 5:00 p.m. Hot Topics Conversations

5:30 p.m. – 7:00 p.m. Networking Reception

FRIDAY, JUNE 29

7:00 a.m. – 8:30 a.m. Continental Breakfast

7:00 a.m. – 12:00 p.m. Exhibits and Poster Sessions

7:30 a.m. – 8:30 a.m. Summer Enrichment Program Alumni Breakfast

8:30 a.m. – 10:00 a.m. Opening –
Evolving Role of Women in Health Care Leadership

10:30 a.m. – 11:15 a.m. Breakouts Concurrent (3)

11:30 a.m. – 12:15 p.m. Breakouts Concurrent (3)

12:30 p.m. – 3:00 p.m. Luncheon and Closing Speaker

PROGRAM SUBJECT TO CHANGE



KEY DATES

EARLY REGISTRATION
APRIL 18, 2018



SPONSORSHIP
COMMITMENT
MAY 18, 2018



HOTEL RESERVATIONS
MAY 27, 2018



REGULAR REGISTRATION
JUNE 15, 2018



REGISTRATION INFORMATION

CONFERENCE ATTENDEE RATES

	MEMBER	NON-MEMBER
EARLY BIRD RATE (ENDS APRIL 18)	\$595	\$695
REGULAR REGISTRATION RATE	\$695	\$795

CUSTOMER SERVICE:

Email diversityins_registration@goeshow.com or call (847) 620-4495 for a registration form.

CLICK HERE TO REGISTER ONLINE



ADDITIONAL INFORMATION

- The Institute reserves the right to substitute speakers and cancel or reschedule programs due to unforeseen events.
- Dress for all conference sessions is business casual.
- Photographs of conference events will be taken throughout the program. By attending the events, conference registrants agree that their photograph may be used in Institute for Diversity publications and promotional materials.
- To cancel your registration, please notify the Institute at IFDConference@aha.org no later than May 29 to receive a full refund, less a \$75 processing fee. After May 29, all fees are forfeited; however, another representative from your organization may take your place if you are unable to attend.
- If you have dietary restrictions and require a special meal or other special consideration, please contact the Institute for Diversity at IFDConference@aha.org or (312) 422-2693.

HOTEL AND TRAVEL INFORMATION



SWISSÔTEL CHICAGO, 323 EAST WACKER DRIVE, CHICAGO, IL 60601-9722

Reservations must be made by May 27 to secure a room and to receive the Institute's special rate of \$229 (plus taxes and fees) per night. Please let the hotel know you are attending the 2018 Institute for Diversity National Conference to secure the conference rate. Rooms are available on a first-come, first-served basis. Reservations can be made [online](#) or by phone at 1 (888) 737-9477.

TRAVEL DISCOUNTS

The Institute for Diversity and Health Equity is pleased to offer special airfare discounts and rental car rates for 2018 Conference attendees. Simply call (or have your travel agent call) one of the preferred airlines or rental car agencies directly to receive these special rates.

AIRFARE:

Delta Airlines

Meeting Code: **NMR38**
1-800-328-1111 | www.delta.com

United Airlines

Z Code: **ZE92** Agreement Code: **593102**
1-800-426-1122 | www.united.com

CAR RENTALS:

Hertz

Code: **CV#03AB0014**
1-800-654-2240 | www.hertz.com

Enterprise and National

Code: **K2C1074**
1-800-261-7331
www.enterprise.com | nationalcar.com

Avis

Code: **L461444**
1-800-633-3469 | www.avis.com



SPONSORSHIPS

All sponsors will receive advance and final conference attendee lists, and be allowed to include collateral items in conference bags.

PLATINUM UNDERWRITER \$40,000

- Recognition in all conference promotion and on-site materials, as well as signage
- Six complimentary registrations
- Two complimentary 8x10 booth spaces
- Special verbal recognition at all conference events
- Full-page ad in conference program
- Remarks at opening session
- Six tickets to Board of Directors' dinner
- Three months banner advertising on IFD website

GOLD UNDERWRITER \$25,000

- Recognition in all conference promotion and on-site materials, as well as signage
- Four complimentary registrations
- One complimentary 8x10 booth space
- Special verbal recognition at all conference events
- Full-page ad in conference program
- Remarks at one conference session
- Four tickets to Board of Directors' dinner
- Logo on conference website

SILVER UNDERWRITER \$15,000

- Recognition in all conference promotion and on-site materials, as well as signage
- Two complimentary registrations
- One complimentary 8x10 booth space
- Special recognition at most conference events
- Half-page ad in conference program
- Remarks at one conference session
- Two tickets to Board of Directors' dinner
- Logo on conference website

BRONZE UNDERWRITER \$10,000

- One complimentary registration
- Quarter-page ad in conference program
- One ticket to Board of Directors' dinner
- Logo on conference website

GENERAL UNDERWRITER \$5,000

- One complimentary registration
- One ticket to Board of Directors' dinner
- 100-word description in conference program

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Each includes General Underwriter Benefits.

NETWORKING LUNCHEONS \$25,000
(2 AVAILABLE) Well-attended events that provide an opportunity for the sponsor to make remarks.

CONFERENCE RECEPTION \$20,000
An informal social event with food and live entertainment. Opportunity to address attendees. **SOLD**

LEADERSHIP SPECIAL EVENT \$15,000
A private event for selected, senior-level attendees.

PLENARY SESSIONS \$10,000
(4 AVAILABLE) Presentations from national health care leaders. Opportunity to introduce speakers, address attendees.

BREAKOUT SESSIONS \$7,000
(6 AVAILABLE) Attendees hear presentations from their peers on proven best practices for addressing diversity and equity.

BEVERAGE BREAKS \$7,000

EXHIBITING ONLY \$2,000

- One 8x10 booth space with 2 chairs, 6-foot table
- One complimentary registration
- Company recognition in marketing materials

For sponsorship information contact Carl Aiello at caiello@aha.org or 312-893-6894



ABOUT THE INSTITUTE

In 1992, the American College of Healthcare Executives (ACHE), an international society of health care executives, and the National Association of Health Services Executives (NAHSE), the association of African-American health care executives, joined together to take examine the relative career advancement of minorities in health management by conducting a national survey.

The study found that minorities represented more than 20 percent of hospital employees but held fewer than 1 percent of top management positions. It also discovered that African-American health care executives made less money, held lower positions and had less job satisfaction than their white counterparts. A 1997 follow-up study, expanded to include Latinos and Asians, found that although the gap had narrowed in some areas, not much had changed.

The 1992 study was a call to action for three health care organizations – the American Hospital Association (AHA), ACHE and NAHSE – which united to create the Institute for Diversity in Health Management in 1994. The Institute has since gained two additional partners, the Association of Hispanic Healthcare Executives and the Catholic Health Association of the United States. In recognition of the broader demand to increase leadership diversity and achieve health equity, in 2017 the Institute launched a new model with a new name, the Institute for Diversity and Health Equity. We have long believed that promoting diversity within health care leadership and tackling health disparities is critical to ensuring the highest quality of care for everyone.

It is our vision to empower health organizations to provide equitable care for all persons. With that, we proudly declare our mission to advance health care equity, diversity and inclusion.

The Institute for Diversity and Health Equity, a 501(c)(3) nonprofit organization, works closely with health services organizations to advance health equity for all and to expand leadership opportunities for ethnic minorities in health management. The Institute’s mission is to advance diversity, inclusion and health equity. It is our vision to empower all health organizations to ensure equitable care for all persons.

INSTITUTE FOR DIVERSITY AND HEALTH EQUITY PROGRAMS INCLUDE:



**CLICK THE PROGRAM NAME
TO LEARN MORE ONLINE**

- **#123forEquity Pledge, www.equityofcare.org**
- **American Leadership Council for Diversity in Healthcare**
- **Bi-Annual Population Health, Equity and Diversity in Health Care Survey (formerly known as Benchmark Study of US Hospitals)**
- **Career Center**
- **Certificate in Diversity Management in Health Care**
- **Consulting Services**
- **Graduate Internship Programs**
- **Monthly Diversity Dialogue Webinars**
- **National Leadership and Education Conference**
- **Symposiums and Training Workshops**



Institute for Diversity and Health Equity

THANK YOU TO OUR NATIONAL CONFERENCE UNDERWRITERS:

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PLATINUM SPONSOR



GET THE LATEST CONFERENCE DETAILS AND REGISTER TODAY AT www.diversityconnection.org

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