



### What is a Patient Safety Organization?

Patient safety organizations consist of health care organizations that collaborate together to improve the quality and safety of health care delivery. As part of the Patient Safety and Quality Improvement Act of 2005, PSOs create a secure environment where health care organizations can collect, aggregate and analyze patient safety data, thereby improving quality by identifying and reducing the risks and hazards associated with patient care. PSO members also have the opportunity to participate in a variety of other activities that focus on improving quality and patient safety processes while under the protection of the PSO. Additionally, the Affordable Care Act states that hospitals may be required to utilize a patient safety evaluation system and report patient event information into a PSO for the purposes of improving patient safety processes if they wish to contract with qualified health plans offered through the new health insurance marketplaces.

### What is the Texas Center for Quality & Patient Safety?

The Texas Center for Quality & Patient Safety is a division of the Texas Hospital Association Foundation, a 501(c)3 nonprofit organization that has taken the lead in developing and implementing quality and patient safety initiatives for hospitals throughout Texas. As one of the Hospital Engagement Networks within the national initiative Partnership for Patients, funded by the Centers for Medicare & Medicaid Services, TCQPS has collaborated with nearly 80 hospitals across the state to achieve aggressive goals of reducing hospital-acquired conditions.

#### TCQPS initiatives include:

- TeamSTEPPS®;
- Stop Catheter-Associated Urinary Tract Infections;
- Stop Central Line-Associated Bloodstream Infections;
- Physician Engagement Program;
- Wake Up and Breathe: VAP to VAE;
- Readmissions Reduction; and
- The TCQPS Patient Safety Organization.

TCQPS' member hospitals reflect the diversity of health care providers, representing all sizes and types of hospitals and multi-facility health care systems, with a 2014 breakdown of:

- 395 urban hospitals;
- 174 rural hospitals;
- 401 hospitals with 100 beds or less;
- 69 hospitals with 101 to 200 beds;
- 93 hospitals with 201 or more beds;
- 147 independent hospitals; and
- 372 multi-hospital systems.

Thousands of hospital staff rely on TCQPS for leading-edge educational resources, networking, and leadership opportunities. TCQPS communication publications reach more than 1,200 hospital chief executive officers; 580 chief nursing officers and 1,750 nursing staff; 850 education directors; and 2,300 quality improvement and risk management staff across Texas. Members receive information and news on the latest health care trends, health care reform initiatives and important policy and regulatory updates.

#### TCQPS-PSO Overview

The TCQPS-PSO was established in November 2012 and includes more than 50 member organizations made up of critical access hospitals to rural and community hospitals to large academic health systems. There are six regions represented across the state including Dallas, West Texas, Houston, Central Texas, East Texas and the Rio Grande Valley. The PSO currently conducts safe table meetings in each region for member hospitals, as well as monthly and quarterly conference calls and webinars. The organization is collaborating on quality and patient safety initiatives throughout the state and aggregates data to drive activities that will improve outcomes.

#### How does involvement with the TCQPS-PSO benefit my company?

- Your company will be involved with health care leaders, quality improvement directors and frontline nursing staff interested in safety improvement opportunities;
- Your company will have the opportunity to speak about your products and services at a safe table or educational event;
- Your company will gain access to technology and the expertise of all TCQPS-PSO hospitals;
- Your company will receive an annual report showcasing the work of the organization; and
- Your partnership demonstrates your company's desire to proactively improve quality and patient safety.

#### Why partner with the TCQPS-PSO?

"We joined the TCQPS-PSO as an opportunity to visit with other regional hospitals and health care systems to share best practices and to see how others are working through concerns and adverse events in order for us to have better outcomes." Jan Compton, RN, vice president of patient safety and chief safety officer, Baylor Scott & White Health

TCQPS-PSO looks forward to utilizing the collaborative expertise that is brought together through this partnership and improving quality and safety initiatives across Texas.

A SERVICE OF



# Sponsorships

## Platinum Sponsor – \$10,000

Exclusive sponsorship for 2014 to include:

- First right of renewal for the 2015 program;
- Annual TCQPS Conference Platinum Sponsorship (opportunity to network with more than 500 quality and safety decision-makers from across the state);
- Opportunity to speak to safe table attendees (approximately 20 to 30 C-suite and quality directors) about your products/services at a regional event;
- Option to host an exhibit table outside a safe table session;
- Ability to mail, email and promote the program through your company's marketing channels; and
- Two copies of the *2014 Directory of Texas Hospitals*.

## Advertising included for Platinum Sponsor

- Advertisement placed in *Keys to Quality & Patient Safety* quarterly e-newsletter, distributed to more than 3,000 Texas hospital C-suite leadership and quality improvement directors (two insertions);
- Logo/hyperlink on TCQPS website homepage for six months (website receives more than 500 unique visits monthly by member and nonmember hospitals and health-related organizations);
- Logo on all PSO promotional materials for six months; and
- Two webinar sponsorships to include logo and mention.

## Gold Sponsor – \$7,500

- Annual TCQPS Conference Gold Sponsorship (opportunity to network with more than 500 quality and safety decision-makers from across the state);
- Opportunity to speak to safe table attendees (approximately 20 to 30 C-suite and quality directors) about your products/services at a regional event;
- Option to host an exhibit table outside a safe table session;
- Ability to mail, email and promote the program through your company's marketing channels; and
- Two copies of the *2014 Directory of Texas Hospitals*.

## Advertising included for Gold Sponsor

- Advertisement placed in *Keys to Quality & Patient Safety* quarterly e-newsletter, distributed to more than 3,000 Texas hospital C-suite leadership and quality improvement directors (one insertion);
- Logo/hyperlink on TCQPS website homepage for four months (website receives more than 500 unique visits monthly by member and nonmember hospitals and health-related organizations);
- Logo on all PSO promotional materials for four months; and
- One webinar sponsorship to include logo and mention.

## Silver Sponsor – \$5,000

- Annual TCQPS Conference Silver Sponsorship (opportunity to network with more than 500 quality and safety decision-makers from across the state);
- Opportunity to speak to safe table attendees (approximately 20 to 30 C-suite and quality directors) about your products/services at a regional event;
- Option to host an exhibit table outside a safe table session;
- Ability to mail, email and promote the program through your company's marketing channels; and
- One copy of the *2014 Directory of Texas Hospitals*.

## Advertising included for Silver Sponsor

- Advertisement placed in *Keys to Quality & Patient Safety* quarterly e-newsletter, distributed to more than 3,000 Texas hospital C-suite leadership and quality improvement directors (one insertion);
- Logo/hyperlink on TCQPS website homepage for three months (website receives more than 500 unique visits monthly by member and nonmember hospitals and health-related organizations);
- Logo on all PSO promotional materials for two months; and
- One webinar sponsorship to include logo and mention.

## Safe Table Sponsor – \$3,000

- Opportunity to speak to safe table attendees (approximately 20 to 30 C-suite and quality directors) about your products/services at a regional event; and
- Option to host an exhibit table outside a safe table session.

## Advertising included for Safe Table Sponsor

- Logo on all PSO promotional materials for one month; and
- Listed as a corporate partner on website and in quarterly newsletter.

## Newsletter Sponsor – \$1,500

- Half-page advertisement placed in *Keys to Quality & Patient Safety* quarterly e-newsletter, distributed to more than 3,000 Texas hospital C-suite leadership and quality improvement directors, collaborative organizations and TCQPS vendor partners.

## Webinar Sponsor \$1,000

- One complimentary site registration for the webinar; and
- Receive a list of webinar attendees.

## Advertising included for Webinar Sponsor

- Pre-webinar: Recognition with logo and link to sponsor's website on all TCQPS marketing materials including emails sent to members and prospects to promote the webinar;
- During webinar: One recognition slide with logo, one slide with copy provided by sponsor and verbal recognition by webinar host.
- Post-webinar: Logo with tagline and link to sponsor's website with webinar link for six months

## Website – \$750

Place a banner ad on the TCQPS website for 30 days to advertise your company, products and services to Texas hospital leaders. TCQPS limits the number of banners per page to ensure high visibility to each visitor. The TCQPS website receives more than 500 monthly hits by member and non-member hospitals and health-related organizations.

## Corporate Partner – \$ 500

Your company listed on the TCQPS website and in quarterly newsletter for 12 months as a supporter of the organization.

# Sponsor Contract

## PSO Sponsorship Opportunities



**SPONSOR/EXHIBITOR:** (Vendor attendance is limited to those companies/firms participating in the conference as a sponsor.)

Company Name \_\_\_\_\_  
(EXACTLY as you wish it to appear in conference printed materials)

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone (area code) \_\_\_\_\_ Fax (area code) \_\_\_\_\_

Email \_\_\_\_\_ Website **WWW.** \_\_\_\_\_

### SELECT SPONSOR LEVEL:

- ☐ **Platinum (\$10,000)**    ☐ **Gold (\$7,500)**    ☐ **Silver (\$5,000)**    ☐ **Safe Table (\$3,000)**    ☐ **Newsletter (\$1,500)**  
☐ **Webinar (\$1,000)**    ☐ **Website (\$750)**    ☐ **Corporate (\$500)**

### BENEFITS INCLUDED IN EACH LEVEL:

#### Specific Project Sponsor

(Negotiable sponsorship opportunities as developed throughout the year.)

Level	Platinum Sponsor: \$10,000	Gold Sponsor: \$7,500	Silver Sponsor: \$5,000	Safe Table Sponsor: \$3,000	Newsletter Sponsor: \$1,500	Webinar Sponsor: \$1,000	Website Sponsor: \$750	Corporate Partner: \$500
Advertising benefits valued at:	Six months: \$2,000	Four months: \$1,500	Three months: \$1,000	One month: \$500	One newsletter: \$250	One webinar: \$100	One month on one website: \$100	12 months listing: \$50
Speaking opportunity valued at:	\$250	\$250	\$250	\$250	N/A	N/A	N/A	N/A
PSO logo valued at:	\$50	\$50	\$50	\$50	N/A	N/A	N/A	N/A

#### TO SECURE SPONSORSHIP, PLEASE SEND CONTRACT TO:

**Nicole Harmon**  
**Email:** nharmon@tha.org  
**Fax:** 512/857-0808  
**Phone:** 512/968-0080

#### IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:

**Texas Hospital Association**  
**Attn:** Robin Jackson  
P.O. Box 95353  
Grapevine, TX 76099-9733

**NOTE:** Selection does not guarantee availability. Sponsor levels are limited and are offered on a first come, first served basis based on date both contract and payment are received. Full payment is required to reserve a selected level.

**If paying by credit card, send contract and payment information to our secure fax at 512/692-2653.**

☐ MasterCard    ☐ VISA    ☐ AmEx

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Print Name Shown on Card \_\_\_\_\_ Signature of Donor \_\_\_\_\_

Billing Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_