

language • **Health Disparities/Equity** • Translation • **Health Literacy** • **Access** • **Satisfaction** • Inclusion • Interventions • Worth • **Process Improvement** • Assessment • Excellence • Value • **Quality** • Strategy • Buy-in • **Return on Investment** • **Metrics** • Diversity Plain language • **Health Disparities/Equity** • Translation • **Health Literacy** • **Access** • **Satisfaction** • Inclusion • Intervention



# MAKING THE CONNECTION:

Patient Education Improves  
Quality and Outcomes

Strategy • Buy-in • **Return of Investment** • **Metrics** • Diversity • Plain language • **Health Disparities/Equity** • Translation • **Health Literacy** • **Access** • **Satisfaction** • Inclusion • Interventions • Worth • **Process Improvement** • Assessment • Excellence • Value • **Quality** • Strategy • Buy-in • **Return on Investment** • **Metrics** • Diversity • Plain language • **Health Disparities/Equity**



**The Premier Meeting for Health  
Professionals and Leaders Involved in  
Patient and Community Health Education**

Virtual Conference • September 27-29, 2023



# Health Care Education Association

Dear Colleague,

We invite you to join us for the HCEA virtual conference September 27-29, 2023. Our conference theme ***Making the Connection: Patient Education Improves Quality and Outcomes*** reflects this past year of unprecedented change, flexibility and growth in health care education practices.

For more information about the conference, please visit our website [hcea-info.org](https://hcea-info.org).

At previous conferences, we have had wonderful vendor participation, and we encourage you to join us for a time of collaboration and networking at the premier conference for health care education professionals.

- Attendees are patient education professionals and leaders from across the country.
- Participants are patient education decision makers.
- Attendees are a valuable source of information.
- Virtual conference platform provides the perfect venue for you to connect with these experts.

Now more than ever, we need to form partnerships and find creative solutions that allow us to provide the highest quality education while remaining fiscally responsible.

- Please take a moment to review the available support opportunities for 2023 and consider becoming a returning or first-time sponsor.
- Feedback from past vendors includes appreciation for the opportunity to promote their products and services as part of a vendor panel in front of all conference participants — we know you will, too!
- Time is limited, so please act now.

Please contact Jessica Retzlaff, HCEA Executive Director, at [HCEAadmin@hcea-info.org](mailto:HCEAadmin@hcea-info.org) if you have any questions.

Sincerely,

Jessica Retzlaff  
Executive Director  
[HCEAadmin@hcea-info.org](mailto:HCEAadmin@hcea-info.org)  
608-441-1054

Ms. Wayne Neal, MAT, BSN, RN, NPD-BC  
Chair, Conference Planning Committee



# Health Care Education Association

What's Included in Each Level of Support?	Platinum \$1250	Gold \$750	Silver \$500	Bronze \$250
Sponsor box mailed to attendees by Sponsor (HCEA will provide one time mailing list)	X			
Presentation to attendees during conference on sponsor's product or program	X			
Custom email (Facilitated by HCEA) prior to and during conference to all attendees	X	X		
Ad in conference program	X	X	X	
Recognition in program, HCEA news blast and HCEA home website	X	X	X	X
Complimentary exhibit booth at virtual conference	X	X	X	X



# Health Care Education Association

## Reserve Your Space Now!

Please complete the registration form and either fax or e-mail it to the HCEA office.

### Information

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Level of Support

☐ Platinum

☐ Gold

☐ Silver

☐ Bronze

☐ Combination \_\_\_\_\_



### Payment Information

Payment can be made by check, Visa, or MasterCard.

#### ☐ Credit Card

Number on Card: \_\_\_\_\_

☐ Visa ☐ MasterCard

Expiration Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

#### ☐ Check Enclosed (Payable to HCEA)

### Send or Fax to:

Health Care Education Association

2424 American Lane • Madison, Wisconsin • 53704-3102 • Fax: 608-333-0310

*Cancellation fee is \$500 if notice is received prior to **July 31, 2023.***

*Refunds are not provided past that date.*