

SPONSORSHIP PROSPECTUS

SIDM

THE **FUTURE**
OF **DIAGNOSIS**
NAVIGATING UNCERTAINTY

July 2-4, 2023
Utrecht, Netherlands

The Future of Diagnosis: Navigating Uncertainty University of Utrecht Utrecht, Netherlands July 2-4, 2023

The Society to Improve Diagnosis in Medicine (SIDM) is the world's leading community of researchers, clinicians, healthcare institutions, and solution providers focused on improving medical diagnosis and eliminating harm from diagnostic error.

This year's theme, "Navigating Uncertainty" refers to the balance that must be struck in medical diagnosis, such as when clinicians are determining how many and which tests are appropriate. A rushed process or improper testing results in underdiagnosis and the potential for patient harm through misdiagnosis, whereas too many tests can result in patient harm through confusion and treatment delay. Striking the right balance requires physicians to communicate with their patients about the risks and benefits of the next steps specific to their personal situation, while considering the effectiveness, efficiency, safety, and timeliness of the diagnostic options. Rich areas of exploration include medical education, cognitive thinking, the role of technology, and patient engagement.

To help clinicians navigate the uncertainty inherent in medical diagnosis and address the most critical and compelling topics in improving diagnosis and eliminating diagnostic error, we are pleased to be hosting our summer international, in-person conference July 2 - 4, 2023 at the University of Utrecht, Netherlands.



Meet Leaders in Diagnosis

Our most recent conference in Bern (Switzerland) attracted 150 leading medical researchers, practitioners, and influencers from renowned organizations such as:

Dokkyo University (Japan)
Erasmus Medical Centre (Netherlands)
Harvard University/Beth Israel Deaconess Medical Center (US)
Institute for Medical Education (Germany)
Johns Hopkins University (US)
Karolinska Institute (Sweden)
University of Cambridge (UK)
University Hospital of Bern (Switzerland)
University Medical Center Utrecht (Netherlands)
University of Newcastle (Australia)
+ many more

Past conferences were attended by a healthy diversity of leaders with titles including:

Chief Executive Officer
Chief of Health Policy, Quality and Informatics
Director of Clinical Skills
Head of Degree Program
Professor



Benefits of Sponsorship

We welcome your organization to join this unique and intimate opportunity to gain the mindshare of influential leaders dedicated to improving medical diagnosis through better education, clinical reasoning, tools, technology, and communication with patients. Past sponsoring organizations have accrued meaningful benefits, such as:

- **Brand Recognition:** attendee awareness of sponsor's brand, solutions, and thought leadership in the domains of diagnostic improvement and healthcare innovation
- **Access to Talent and Strategic Partners:** new and deeper relationships with world-renowned clinical leaders open to providing research talent, expertise, and partnership opportunities
- **Cutting-Edge Insights and Perspectives:** world-class education from leading academics and clinicians sharing the cutting-edge of diagnostic improvement and their perspectives on what solutions will most positively impact patients
- **Networking Opportunities:** exposure to major international healthcare institutions potentially helpful to a sponsor's international growth objectives



Schedule of Sponsorship Opportunities

Throughout the Conference July 3 – July 4

Sponsor exhibit tables located in foyer.

Monday, July 3 – Day 1

3 Sponsored Coffee Networking Breaks - Proven at past conferences to be a popular and effective means for informal, high-value conversations between sponsors and attendees

Lunch - Sponsor speaking opportunity addressing diagnostic improvement

Barbeque Party in Utrecht University Botanic Gardens - Enjoyable networking opportunity in a relaxed, beautiful atmosphere <https://www.uu.nl/en/utrecht-university-botanic-gardens>

Tuesday, July 4 – Day 2

2 Sponsored Coffee Networking Breaks - Proven at past conferences to be a popular and effective means for informal, high-value conversations between sponsors and attendees

Lunch - Sponsor speaking opportunity addressing diagnostic improvement



Sponsorship Opportunities

Features	Platinum	Gold	Silver	A La Carte
Sponsor's one-page promotional literature* put in attendee registration bag	X	X	X	€500
Sponsor name, logo, and/or website link on: <ul style="list-style-type: none"> • conference on-site program guide • meeting signage • selected email announcements • website • SIDM social media posts 	X	X	X	€500
Full color page in the conference program guide*	X			
Complimentary conference registrations	5	3	1	
Exhibit table with chair	X	X	X	
Exclusive sponsor of lunch with opportunity for 30-minute presentation*	X			
Sponsor of coffee networking break with signage crediting sponsor		X		€1,100
Package Price	€9,900	€5,900	€2,900	

*Provided by sponsor prior to conference and approved by SIDM

For more information about the conference and sponsorship opportunities, contact: sponsorship@improvediagnosis.org



SOCIETY to IMPROVE DIAGNOSIS
in MEDICINE

SIDM is a recognized 501(c)(3) nonprofit corporation.