

Institute for Family-Centered Care

Corporate Pinwheel Sponsors Program

Working Together to Improve the Quality
of Health Care in the 21st Century



- *Increase your visibility in your target marketplace.*
- *Reinforce your company name with top health care decision makers.*
- *Distinguish your company from competitors.*
- *Demonstrate your commitment to patient- and family-centered care.*

Celebrating 10 Years—1992-2002

*An Invitation to
Become a Corporate
Pinwheel Sponsor*



*Reach the top
decision makers
in hospitals,
health care
systems, and
community
health programs.*



*Support the
family-centered
care community
with a minimum
annual contribution
of \$1,500.*

About the Institute for Family-Centered Care

For ten years, the Institute for Family-Centered Care has been the nation's leading organization for advancing the understanding and practice of patient- and family-centered care. The Institute works with hospitals, health care systems, and other organizations to promote collaborative, empowering relationships among health care professionals, patients, and families. The Institute facilitates change in all settings where individuals and families receive care and support. It serves as a central resource for policy

makers, hospital administrators, program planners, direct service providers, educators, design professionals, and patients and family members.

The Institute for Family-Centered Care is uniquely positioned to appeal to a variety of audiences. Hospital leaders and administrators, physicians and other clinicians, educators, public health officials, and health care consumers turn to the Institute for assistance in implementing patient- and family-centered care.

The Corporate Pinwheel Sponsors Program Offers Excellent Visibility for Your Firm

The Corporate Pinwheel Sponsors Program provides opportunities for companies that provide products and services to the health care industry to increase their visibility within their targeted communities. Sponsors receive each issue of the Institute's major newsletter, *Advances in Family-Centered Care*, and are themselves featured as supporters of the Institute. The Institute also provides venues where you can develop and nurture your business relationships.

Participation in the Corporate Pinwheel Sponsors Program will enable your firm to learn more about the activities of the Institute and support the work of advocates for patient- and family-centered change. Funds received through this program enable the Institute to enhance its services and advance the practice of patient- and family-centered care throughout North

America. Ultimately, the beneficiaries of your sponsorship are patients and family members.

The Institute's Corporate Pinwheel Sponsors Program affords consistent exposure for your firm to the top decision makers within hospitals, academic medical centers, and community health care programs.

Your message of support will reach:

- Chief Executive Officers
- Chief Operating Officers
- Nursing Administrators
- Medical Directors
- Clinical Leaders
- Educators in the Health Professions
- Health Care Consumer Leadership

Choose the Level of Commitment that Best Matches Your Priorities

In return for your generosity as a Corporate Pinwheel Sponsor, your firm will gain national and international recognition for your support of the Institute for Family-Centered Care. This is a strategic opportunity for your firm to reinforce your company name and increase your visibility with top health care decision makers, and to demonstrate your commitment to patient- and family-centered care.



Corporate Pinwheel Supporter

Annual Investment \$1,500

As a Corporate Pinwheel Supporter, your firm will receive the following:

- National and international recognition for supporting the work of the Institute for Family-Centered Care at all seminars and meetings sponsored by the Institute.
- Company name and logo featured on the Institute's Web site with a link to your company site.
- Company name featured in each issue of the Institute's newsletter, *Advances in Family-Centered Care*, which has a circulation of 23,000.
- 10 complimentary copies of each issue of *Advances in Family-Centered Care* for your sales force to distribute.
- Special "Corporate Sponsor Ribbon" attached to the name badges of your staff when attending Institute seminars and conferences.
- Invitation to sponsor special Institute activities and programs.
- Annual certificate of appreciation designating level of support.



Corporate Pinwheel Friend

Annual Investment \$2,500

As a Corporate Pinwheel Friend, your firm will receive all of the above benefits, plus:

- 25-word company description placed next to your name and logo on the Institute's Web site and a link to your company site.
- 10% advertising discount in *Advances in Family-Centered Care* newsletter.
- 15 additional complimentary copies of each issue of *Advances in Family-Centered Care* newsletter for your sales force to distribute (on request).
- 5% discount on booth space and priority booth placement at the Institute's *International Conference on Patient- and Family-Centered Care*.



Corporate Pinwheel Patron

Annual Investment \$5,000

As a Corporate Pinwheel Patron, your firm will receive all of the above benefits, plus:

- 50-word company description placed next to your name and logo on the Institute's Web site and a link to your company site.
- 25% advertising discount in *Advances in Family-Centered Care* newsletter.
- 25 additional complimentary copies of each issue of *Advances in Family-Centered Care* newsletter for your sales force to distribute (on request).
- 5% discount on bulk orders of Institute publications.
- 10% discount on booth space and priority booth placement at the Institute's *International Conference on Patient- and Family-Centered Care*.
- One complimentary registration to the *International Conference on Patient- and Family-Centered Care*, or to one of the Institute's intensive training seminars.

Patient- and family-centered care is an approach to the planning, delivery, and evaluation of health care that is grounded in mutually beneficial partnerships among patients, families, and health care providers. Patient- and family-centered practitioners recognize the vital role that families play in ensuring the health and well-being of infants, children, and family members of all ages. They build on family strengths and support families in caregiving and decision making. They welcome them as partners in policy and program development. Patient- and family-centered care improves the experience of care, enhances health outcomes, and creates more supportive workplace environments.

The pinwheel symbolizes the Institute's commitment to enhance partnerships among health care providers, patients of all ages, and their families in hospital and community settings. The pinwheel represents interaction and synergy. When all parts of the pinwheel work well together, each part supports another. This is our vision for patient- and family-centered systems of care.

Corporate Pinwheel Sponsors Program Application Form

Institution Information

Company Name: _____

Address: _____

City: _____ State/Province: _____ Zip/Mail Code: _____

Phone: _____ Fax: _____

Web site: _____

Pinwheel Sponsors Program Contact Person: _____

Position or Title: _____

Phone: _____ Fax: _____

E-mail: _____

Level of Sponsorship (please check one):

- Pinwheel Patron \$5,000 Pinwheel Friend \$2,500 Pinwheel Supporter \$1,500

Please return completed application and sponsorship fee to:

Pinwheel Sponsors Program

INSTITUTE FOR FAMILY-CENTERED CARE

7900 Wisconsin Avenue, Suite 405, Bethesda, MD 20814

For more information, visit our Web site at www.familycenteredcare.org; or phone us at 301-652-0281.