

APRIL 14 & 15, 2020
VIRTUALCONFERENCE BY **THRD+POW**
**HEALTH
EXPERIENCE
DESIGN
CONFERENCE**

Be a Champion of Real World Change

At the Health Experience Design Conference, the most talented researchers, strategists, designers and innovators in health come together online for two days to connect with peers and learn from industry experts.

The conference is a wonderful way to promote and support your organization's breakthrough efforts by launching a custom design project where designers innovate on a topic of your choice.

Launch an Innovation Project at HXD

LIMIT 1 | \$100,000-\$250,000
Depending on project format

HXD's innovation projects spark open innovation like nothing else. Diamond-level innovation project sponsors may choose one of the following project formats:

- A three-month virtual project*
- A report researched and published to inform your innovation efforts
- Conceptual innovation created in partnership with other organizations that can be used to shape potential pilots

This sponsorship level does not include prize money for the winners of the challenge

Your organization can expect to generate:

- A multitude of diverse ideas and viewpoints that truly impact the future of health
- Unique intellectual property for your organization
- Opportunities to collaborate with other organizations
- Brand positioning as an innovator
- Interest from passionate designers and innovators looking for opportunities at organizations like yours

As an added bonus, all Diamond-level innovation project sponsorships include:

- 10-minute keynote at HXD



Intrigued by sponsoring an innovation project but need inspiration on what challenge to tackle?

Here are a few ideas based on the UN Sustainable Development Goals (SDG) to help stimulate your thoughts. Intrigued? We would love to chat and help you craft your custom design challenge prompt.

GETTING SICK ≠ GOING BROKE

How might we design solutions to prevent medical bankruptcy?

Sick people often find themselves unable to pay the high cost of their health care and then have to find alternate ways to raise money, including crowdfunding. Of the 5 billion dollars GoFundMe says it has raised, about a third has been for medical expenses from more than 250,000 medical campaigns it facilitates each year.

UN SDG: No Poverty

IMPROVING CARE FOR CAREGIVERS

How might we design a caregiver support system that creates a better balance between self-care and care for others?

Often caregivers are forced to choose between caring for their loved ones, their jobs, and their personal health.

UN SDG: Good Health and Well-Being

HELPING TEENS AT RISK

How might we design a program to support at-risk teens?

According to the Centers for Disease Control (CDC), suicide is the second leading cause of death for 15 to 24 year-olds. Approximately one out of every 15 high school students reported attempting suicide each year. One out of every 53 high school students reported having made a suicide attempt that was serious enough to be treated by a doctor or a nurse.

UN SDG: Good Health and Well-Being

DESIGNING A HEALTHY HOME

How might we redesign the built environment, neighborhood, community connections, inclusion of nature and more to create truly healthy homes?

While there are many points to provide health care at home, there is no standard for what constitutes a "healthy home."

UN SDG: Good Health and Well-Being

PRIORITIZING RAPE SURVIVOR SUPPORT

How might we redesign rape-reporting & support to more effectively prosecute rapists and ensure better outcomes for survivors?

According to RAINN (Rape, Abuse & Incest National Network), an American is sexually assaulted every 73 seconds. While women and girls (especially women of color) are primarily impacted, men are also affected. There is a significant backlog of rape kits, which creates an obstacle to prosecuting perpetrators. While there are many resources for reporting rape and supporting survivors, the overall reporting experience is not designed to meet the mental and physical needs of the patient.

UN SDG: Good Health and Well-Being

ENHANCING THE EMPLOYEE EXPERIENCE

How might we design an employee experience that fosters connection as well as mental and physical health at work, so health is the default outcome?

Employee well-being has been a buzzword for years, but employees are often responsible for managing their own well-being within an unhealthy workplace.

UN SDG: Decent work and Economic Growth

SEARCHING FOR SAFETY ON A CHANGING PLANET

How might we apply human-centered design to global issues in the face of a climate catastrophe?

In 2017 climate change factors displaced 16.1 million people worldwide. By 2050, between 150 to 200 million people are at risk of being forced to leave their homes due to the changing climate.

UN SDG: Climate Action



Sponsored Opportunities

CAREER SPONSOR

LIMIT 5 | \$5,000

We will provide an opportunity for companies that are hiring to find the great talent that will be attending the conference. The career sponsor will have 5 minutes with all attendees to inspire engagement and then we will provide a digital forum for engagement so that candidates can indicate interest.

Additional Benefits Include:

- 3 Conference registration passes
- Company logo on conference website

MARKET RESEARCH SPONSOR

LIMIT 2 | \$5,000

Looking for product feedback from designers on your product or service? We will convene a virtual panel during a break to evaluate your product or service. This study will be moderated by one of Mad*Pow's lead designers.

Additional Benefits Include:

- 3 Conference registration passes
- Company logo on conference website

SCHOLARSHIP SPONSOR

LIMIT 3 | \$5,000

Sponsor the community and enable 10 people to attend the conference at no cost. Your company will be featured on the conference website with a link to apply for a scholarship. We will then send you a list of the applicants and you can hand pick the best and brightest. Past clients have used the application process to get crowd-sourced ideas on a "How might we..." style innovation prompt.

Additional Benefits Include:

- 2 Conference registration passes
- Scholarship opportunity featured on conference website
- Company logo on conference website

SWARM SPONSOR

LIMIT 4 | \$2,500

What challenge would you like to engage the community to tackle? We will promote this challenge to the community throughout the conference and create a challenge-specific area in our online community for people to gather and connect on this topic so that your mission can gain momentum.

Additional Benefits Include:

- 1 Conference registration pass
- Company logo on conference website

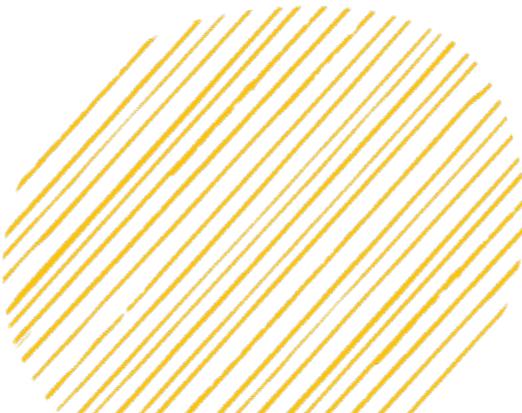
SUPPORTING SPONSOR

LIMIT 5 | \$1,000

Associate your brand with HXD and help us to bring this great content to the community.

Benefits Include:

- 1 Conference registration pass
- Company logo on conference website





CONFERENCE BY MAD*POW

Become a Sponsor, Contact Us

Select the level of visibility appropriate to your organization's needs, and contact:

Amy Heymans

Founder & Chief Experience Officer,
Mad*Pow
amy@madpow.com

For more information visit HXDconf.com



Do you have a challenge or opportunity that inspires you, but need to build a coalition to make it real? Contact the Center to find those partners and start making magic happen:

Kathryn Hautanen

Director of Mad*Pow's Center
for Health Experience Design
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Mad*Pow is a strategic design consultancy that helps deliver innovative experiences and compelling digital solutions to motivate and engage people, while producing positive health outcomes and measurable business impact.