



The  
Private Healthcare  
Summit 2021

# SPONSORSHIP BROCHURE

23 -24 June 2021, Online

LaingBuisson  
EVENTS

# About the event

The Private Healthcare Summit is an annual LaingBuisson event usually held at the QEII Centre in London. As with last year, we are holding this year online. Split across two half days on 23<sup>rd</sup> and 24<sup>th</sup> June, the event will be looking at the recovery of businesses post-COVID. Previous years' events have attracted around 200 of the country's senior executives from the industry, and were praised for the quality of the speakers, the content and the networking opportunities.

The focus for 2021 is "Reset and Recovery".

We will take a look at how the global pandemic has impacted the private healthcare sector and how healthcare providers are looking to rebuild their business. Will patients wait for treatment? Or will they go private? We will look at the changing model of private healthcare and the future for the international patient market. The 2021 Summit will feature contributions from the opinion leaders and entrepreneurs who will lead the industry's response to change.

## Audience

The Private Healthcare Summit attracts senior executives and decisions makers from the following types of organisations:

- Private hospitals, clinics and healthcare practices
- Private healthcare operators
- Private medical insurers and brokers
- Consultants and specialists
- Corporate purchasers of healthcare benefits
- Clinical commissioning groups
- NHS Private Patient Units
- Patient and consultant organisations
- Charities, social enterprises and third sector organisations
- Purchasers and commissioners of private healthcare services
- Healthcare policymakers and government



**23 - 24 June 2021**

**[summit.privatehealthcare.co.uk](https://summit.privatehealthcare.co.uk)**



## Why sponsor?

Our events attract support from key stakeholders in the independent health and social care sectors. Sponsorship connects your brand with opinion formers in the sector and associates it with knowledge products and professional development.

- Your brand secures visibility in the independent health and social care sectors.
- Your brand is aligned with the UK's leading provider of data solutions and market intelligence on the independent health and social care sectors.
- You secure your competitive edge through personal contact.
- Expand your business opportunities and meet leading thinkers in the networking community.
- Build new business relationships and generate strong leads.
- Present your latest business solutions to experts in the field.
- Publicity throughout HealthcareMarkets UK and other media

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# Previous attending organisations:

Accessible Orthodontics	Care UK Healthcare	HealthTrust Europe	My Clinical Outcomes	Schön Klinik SE
Advanced	Carter Schwartz	Heydoc	New Victoria Hospital	Simplyhealth
Akeso&Company	Cavendish Corporate Finance	Horder Healthcare	Newcross Healthcare Solutions	Smith Square Partners
Alembic Strategy	Chelsea & Westminster Hospital	Housden Group	NorthWest Healthcare	Sodexo homecare
AMEOS Hospital Group	Circle Health	Humanitas Healthcare Services	Properties REIT	South London and
Amplitude Clinical Services	Cleveland Clinic London	IHPN	Novartis Pharmaceuticals	Maudsley NHS Foundation
Aspen Healthcare	Compass Executives	Imperial College Healthcare NHS	NTT Data UK	Trust
Atrakt	Cornerstone Healthcare Group	Trust	Nuffield Health	Spencer Private Hospitals
Atwork Medical	Cumbrian Knee Clinic	Independent Clinical Services	One Healthcare Partners	Spire Healthcare
Australian Trade & Investment	Dentine Issues	Independent Consultant	Optegra UK	St John and St Elizabeth
Commission	Doctor Care Anywhere	Independent Doctors Federation	OSD Healthcare	Hospital
Aviva	ECI	IP Today	OutSec Services	Street Heaver
Babylon Health	Epsom & St Helier University	Janssen	Patient Journey App	Summit Partners
Barbican Physio	Hospitals NHS Trust	Kims Hospital	Pfizer	The Howard de Walden
Barclays Bank	Foot-Doctor	King Outlaw Consultancy	Phoenix Equity Partners	Estate
Barts Health London Private	Fortius Clinic	Latchmore Associates	Physio First	The Independent
Care	General Medical Council	London Bridge Hospital	Picker Institute Europe	The London Clinic
Benenden Health	GIRFT	Mansfield Advisors	PPM Software	The London General
Bevan Brittan	Grant Thornton UK	Marwood Group	PHIN	Practice
BMI Healthcare	Great Ormond Street Hospital	MDDUS	PwC	Trawely
Bouygues UK	Grosvenor Health and Social Care	Medacs Global Group	QS Enterprises	UCLH
Bupa Cromwell Hospital	GSTT	Medbelle	Ramsay Health Care UK	Value My Health
C4Med	Guy's & St Thomas' NHS	Medical Billing and Collection	Reputation	Vitality
Cadogan Clinic	Foundation Trust	Medical Properties Trust	Royal Brompton & Harefield	VMS UK
Cambridge University Hospitals	HC INSIGHT	MPS Partnerships	Hospitals Specialist Care	Voyage Care
NHS Foundation Trust	HCA Healthcare	Medicover	Royal Marsden Hospital	Wallace Health
Candesic	Healthcare at Home	Mills & Reeve	Saffron Steer	Weightmans
Canford Healthcare	Healthcode	Money Penny	Sandison Easson	
Capsticks Solicitors	Healthcursor Consulting Group	MSD	Schoen Clinic UK	

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## Premium Sponsor

**£4,950 + VAT**

Premium Sponsorship is an opportunity to gain the highest level of visibility with delegates. Sponsorship includes a speaking slot, prominent branding on all marketing material and an opportunity to play a video advertisement before and during the event.

### Benefits

- Opportunity to speak independently, chair or participate in a panel discussion. Topic to be agreed by Conference Director\*
- Sponsor profile in the sponsorship area with ability to brand, set up meetings and chat to attendees
- Podium recognition in chair's opening address
- Registered attendee contact details
- Six conference registrations

### Profile

Use of the Private Healthcare Summit name in sponsor's adverts, website, press releases up to, during and for three months after the conference.

## Sponsorship packages

### Visibility

- Full-page A4 advert on the inside cover of the official digital conference delegate guide\*\*
- Opportunity to play a video advertisement before and during the event
- Prominent sponsor logo on conference promotional material\*\*
- Prominent sponsor logo on all e-marketing material
- Prominent sponsor logo on conference adverts featured in HealthcareMarkets UK\*\*
- Prominent sponsor logo featured in sponsor recognition material\*\*
- Prominent sponsor logo, 50 word description and web link on the conference webpage
- Full-page advert in one LaingBuisson Market Report\*\*
- Full-page advert in an edition of HealthcareMarkets UK\*\*

\* Subject to content approval by LaingBuisson. The session or email must be educational and not an exercise in selling from the podium.

\*\* Subject to sponsorship being confirmed prior to creation of marketing materials.

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## Executive Sponsor

**£3,000 + VAT**

As an Executive Sponsor you have the opportunity to increase exposure by participating in a panel discussion, sponsoring the participating panel session, and playing a video advertisement during breaks.

### Benefits

- Opportunity to participate in a panel discussion. Topic to be agreed by Conference Director\*
- Registered attendee contact details
- Opportunity to sponsor the participating panel session
- Sponsor profile in the sponsorship area with ability to brand, set up meetings and chat to attendees
- Podium recognition in chair's opening address
- Four conference registrations

### Profile

Use of the Private Healthcare Summit name in sponsor's adverts, website, press releases up to, during and for three months after the conference.

## Sponsorship packages

### Visibility

- Full-page A4 advert in the official digital conference delegate guide\*\*
- Opportunity to play a video advertisement before and during the event
- Sponsor logo on conference promotional material\*\*
- Sponsor logo on all e-marketing material
- Sponsor logo on conference adverts featured in Healthcare Markets UK\*\*
- Sponsor logo featured in sponsor recognition material\*\*
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## Contact

Please contact your Account Manager or our Business Development Manager to discuss sponsor or exhibitor opportunities at the Private Healthcare Summit in more detail. We would be happy to tailor make packages to suit your partnership goals and objectives.

Details of the event are also on our website at [www.laingbuissonevents.com](http://www.laingbuissonevents.com).

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**Business Development Manager**

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