

# 2024 Virtual Quality Matters Conference

## **Sponsorship Guide**

November 21-22, 2024

The Palliative Care Quality Collaborative is excited to announce its third annual virtual Quality Matters Conference to promote best practices and training for providing the highest quality palliative care to patients with serious illness and their loved ones.

# What is QMC 2024?

QMC is a two-day virtual event that brings together thought leaders to share best practices, opportunities, and innovations that support high-quality palliative care. The jointly accredited conference will welcome all members of the field to learn about quality standards and improvement skills using expert presentation, peer networking, and participant workshop formats. Regardless of experience in quality, participants will receive actionable skills to promote a culture of quality within their program.

In 2024, our goal is to have 200 attendees to represent the diversity of the field in disciplines, organizations, and geographies.

Quality is a year-round conversation, and we are making some changes to reflect that with our sponsors. **New this year, QMC sponsors can now engage with palliative care leaders throughout the year through our Member Collaborative.**



Examples of Presentations from QMC 2023

# QMC 2023

15

Nationally and  
International  
Palliative Care  
Thought Leaders

70

Organizations  
from local  
programs to  
national health  
systems

121

Engaged online  
learners from  
30 different  
states

7.5

CME/CEU hours  
for the  
interdisciplinary  
team

PCQC hosted its second annual Quality Matters Conference on December 14-15, 2023. The virtual conference welcomed over 15 nationally and internationally renowned palliative care clinicians and leaders to cover the spectrum of quality. During the fast-paced agenda, QMC 2023 covered topics such as why quality measurement matters, perspectives of health equity in high-quality care, sharing best practices in quality improvement, the latest methods to utilize electronic health records for measurement, and programmatic and clinical data trends throughout the field. Participants of QMC 2023 were eligible to claim up to 7.5 hours of CME/CEU for physicians, nurses, and social workers.

QMC 2023 welcomed 121 attendees from 30 different states, representing over 70 different organizations from local community programs to national health systems. Attendees comprised different roles and backgrounds including, but not limited to, directors of quality improvement, medical directors of palliative care, and palliative care practitioners.

## The Reach of PCQC

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PCQC began welcoming members in 2021 and now has over 2,000 Member programs nationally participating at multiple levels of membership and engagement.

## Member Collaborative

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The PCQC Member Collaborative is a virtual meeting space designed for thought leaders to share perspectives and innovation to promote accessible and equitable high-quality palliative.

The Member Collaborative is conducted at least monthly and is open to all professionals throughout PCQC's more than 2,000 Member programs.

During sessions, PCQC members participate in engaging conversations around best practices in quality, strategy exchanges, QI implementation, expert-led lectures, and innovating sharing.

2021

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Year PCQC began welcoming members

2000+

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Member Programs Nationally Participating

41

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States that PCQC has a presence in

12+

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Virtual Member Collaborative Sessions PCQC hosts Annually

## From our Attendees

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*So helpful to hear from leaders in palliative care quality space... get inspired and hear actionable steps that can be taken to move our institution's palliative care efforts forward*

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*The information gained helps me understand how palliative quality is adapting and what is happening across the country. Provides great ideas on small ways to improve quality of care and provider engagement.*

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*I am the program manager and we're working on how to integrate more QI work in our clinical practices - so knowing the latest from the field is very helpful.*

# Sponsorship

Sponsorship for QMC 2024 will help provide:

- Industry-leading content for participants
- Accessible pricing to promote widespread participation
- Engaging networking opportunities for conference participants
- Continuing education support for provider participants
- Logistical support for virtual delivery to national audience

Benefits of Sponsorship include:

- Visibility to more than 2,000 PCQC Member programs
- Direct and ongoing engagement with PCQC member leaders
- Recognition as advocates and sponsors to all member participants before, during, and after the conference
- Engagement with the PCQC and partner sponsor leadership
- Support stewardship of quality information and resources to participants
- Support ongoing messaging of importance of high-quality palliative care





# Your Investment

	Platinum	Gold	Silver	Bronze	Promotion Partner
Quantity Available	2	2	4	5	Unlimited
Sponsorship Amount	\$25,000	\$20,000	\$10,000	\$6,000	Agreement to Promote QMC
Complimentary Event Registration	25	15	10	5	
Lead Educational Session to PCQC Member Collaborative	2	1	1		
Lead Product Demonstration to PCQC Member Collaborative	2	1			
Virtual Strategy Session with PCQC Board Members	2	1			
Turnkey Email to QMC 2024 Participants	✓				
Logo Recognition on Event Website	✓	✓	✓	✓	
Social Media Post Recognition	5	3	2	1	
Custom Discount Code to Share with Your Community	✓	✓	✓	✓	✓
Name Recognition on Event Website	✓	✓	✓	✓	✓

# Ready to Get Started?

Jon Nicolla  
*Executive Director*

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[jnicolla@palliativequality.org](mailto:jnicolla@palliativequality.org)



[www.palliativequality.org](http://www.palliativequality.org)