

AHLA



Program

Sponsorship Brochure



WHAT'S AN E-PROGRAM?

AHLA's eProgram is a compressed file download that includes a PDF of the complete program agenda, with mp3 audio files and the written materials for each of the sessions. Purchasers can:

- Listen to the audio recordings of each session, which are synchronized with the speaker's PowerPoint slides;
- View, print, and/or download PowerPoint presentations and written materials from all the sessions;
- Access the audio recordings and materials directly from the detailed Table of Contents, which lists each session and hyperlinks to the files for each one; and
- Access practical tools, including case studies, sample forms, policies, agreements, and checklists.

WHAT ARE THE ADVANTAGES OF SPONSORING AN E-PROGRAM?

1 Recognition in the all-member marketing email for the e-program:



2 Recognition in other marketing of the e-program (for example, in Connections Magazine)

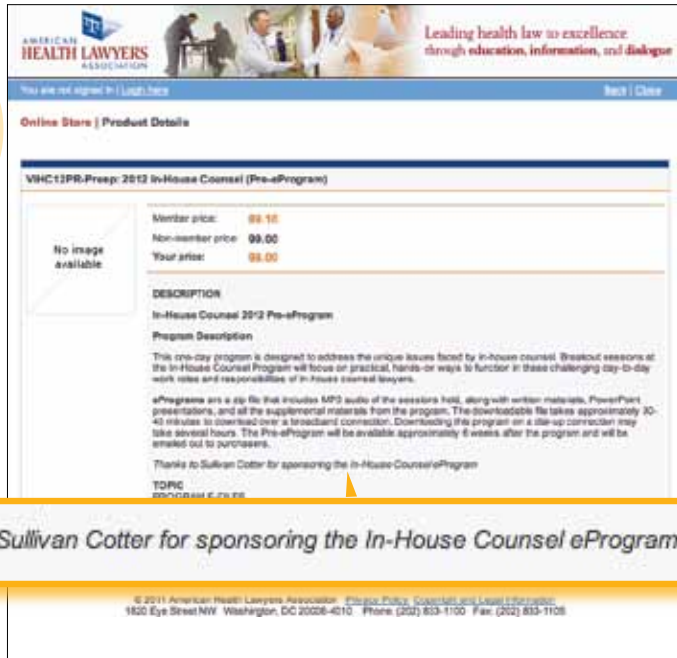


Thank you to First Chesapeake for providing sponsorship in support of these ePrograms.



3

Recognition on the product page on our website



Thanks to Sullivan Cotter for sponsoring the In-House Counsel eProgram

4

"Thank You" poster on display at the program



5

Inclusion of sponsor's own content in the product

The screenshot shows a web browser displaying a document titled "ICD-10: MANAGING CHANGE". On the left is a table of contents with items like "I. Travel and Abuse Primer", "II. Compliance 101", "III. Healthcare Reform and Beyond: What Compliance Professionals Need", etc. The main content area has a blue header and text under the heading "Transition Planning". At the bottom of the page is a diagram with "ICD-10" in a central circle, connected to boxes for "Transition Planning", "Physician", "Medical Technology", and "Patient Office". The diagram also includes boxes for "Healthcare Organization", "Healthcare Provider", "Healthcare Payer", and "Healthcare Regulator". The PYA logo is at the bottom.

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Acknowledgement on the email to attendees and purchasers when the product is ready for download

The screenshot shows an email from the American Health Lawyers Association. The header includes the organization's logo and the word "PUBLICATIONS". The body of the email says: "We hope you will find the Fraud and Compliance eProgram useful and informative. Attached is a zip file that includes MP3 audio of the sessions held, along with the written materials, PowerPoint presentations, and all of the supplemental materials from the program. Please note that the downloadable zip file takes approximately 45 minutes to download over a broadband connection due to the large amount of content. Please contact Ana Mayer if you experience any difficulties or have any questions. We do not recommend downloading this program on a dial-up connection. Our thanks go to PYA for sponsoring the Fraud & Compliance Forum eProgram. Instructions for Accessing Audio and Materials".

Our thanks go to for sponsoring the Fraud & Compliance Forum eProgram.

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