



SPONSORSHIP PROPOSITION

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Executive Summary

OHT strives to be the most dynamic and inclusive global health technology community which celebrates and promotes the extraordinary talents and remarkable work that women and people from diverse backgrounds are achieving in innovation. We inspire, support and champion greater inclusivity in this field because, without ensuring diversity from the Board all the way to the frontline, the healthtech industry will never reach its full potential. One HealthTech supports its members through education, mentorship, promoting the positive effects of inclusion in technology, encouraging broader participation at meetings and events, championing diversity in leadership and having fun!

As a volunteer led network we actively seek financial support to enable us to continue and expand our work. We look to partner with innovative and appropriate organisations in this sector and offer a wide range of opportunities which can be tailored to suit the business priorities of each sponsor. OHT can demonstrate how it has advanced the careers of many of its members by giving them opportunities to network, assisting them to find work in the HealthTech space or give their product or brand increased visibility. OHT therefore has evidence that the network is helping to shift the balance of leadership and its brand and style is a powerful new voice in the HealthTech economy.

Our members come from many different sectors and industries. Our current national membership breakdown is 52% NHS with the remaining members representing SMEs, academia and other industries.

Thank you for taking the time to consider working with One HealthTech, to build a more inclusive and open future health system. OHT looks forward to working with you.

Why do we need One HealthTech?

Whilst the focus, initiatives and narrative around “women-in-technology” and “women-in-leadership” in health have had considerable impact in raising awareness and addressing their respective challenges, these two strands have developed in parallel. There is now a need for us to establish a new narrative.

Health is in the midst of a major disruption, driven by an exponential growth in pace, scale and complexity of technology. Developments in digital and technology are driving new ways of thinking, creating a means by which more individuals can take ownership of their own health and redesigning models of care. Exciting innovations in hyped-technologies including advances from Big Data and artificial intelligence, robotics, genetics and biotechnology are paving a new road to our future population’s health.

Too few of the technology roles across the NHS and the wider health and life science sector are filled by women (47% of the general workforce are female, yet



only 16% of IT specialists are women) and this stark under-representation is indicative of the considerable wider diversity gap emerging in what will be a future healthcare system. With considerable challenges to be faced by the NHS and the wider healthcare sector, it is essential to highlight and reflect on the need for diverse leadership and the value better diversity and inclusion can provide in establishing an effective and equitable health system, increasingly driven by technological innovations.

In order to future-proof healthcare, diversity must become a cross-cutting priority. The case for better diversity has been strengthened by clear evidence that organisations whose workforce is representative of the customer base its serving, particularly at leadership level, are more innovative and perform better. McKinsey's Women Matter report ¹ demonstrated key findings that financial performance and organisational excellence amongst those organisations with at least 3/10 women on their management committees, greatly outperformed those who did not.

One HealthTech aims to redress this balance by providing opportunities for women and other underrepresented groups to network and be inspired by other successful healthtech leaders. Through our fireside chats, focused events or through our expanding mentoring programme, our members have unparalleled access to senior different, quirky innovators and different thinkers in the field of healthtech giving them inspiration plus opportunities to expand their network.

OHT has a portfolio of case studies how being part of the network has advanced their careers, given them unrivalled opportunities to network or given their product and brand increased visibility. OHT therefore has evidence that the network is helping to shift the balance of leadership and its particular brand and style is a powerful new voice in the HealthTech economy.

Our mission statement:

Our mission is to be the most dynamic and inclusive health technology community, that is local to you, and global for all. We aim to achieve this by celebrating and promoting the extraordinary talents and remarkable work that women and people from diverse backgrounds are achieving in innovation. We inspire, support and champion greater inclusivity in future health ,because without ensuring diversity from the Board all the way to the frontline, the healthtech industry will never reach its full potential.

¹ *Women Matter 2016: Reinventing the workplace to unlock the potential of gender diversity*

The problems we are trying to solve:

1. Health is increasingly becoming dependent on technology. The healthcare workforce is overwhelmingly female, yet it is widely acknowledged that women are vastly underrepresented in technology. This has a considerable impact on the effectiveness of health technology solutions.
2. Many individuals are not exposed to the pace, scale and potential impact of the latest innovations in health. There is a need to provide opportunities to upskill, inspire and demystify essential knowledge in health technology.
3. The lack of diversity in leadership and the inflexible hierarchy across the sector stunts its impact and growth, as well as creating a vacuum of role models.
4. There are too many poorly designed and implemented technologies in healthcare as a result of homogeneity and lack of awareness. From accessibility for those with impairments to biased datasets that kill.
5. Health technology has a culture problem; the flashy “Silicon Valleyers”, the “archetypal techies” or the senior leadership clique. This results in an inaccessible and myopic work environment.
6. By not addressing some of the barriers to access for women and individuals from diverse backgrounds, we risk curtailing the future of innovation in healthcare

How we are achieving this:

OHT supports its members through education, mentorship, promoting the positive effects of inclusion in technology, encouraging broader participation at meetings and events, leading diversity in leadership and having fun! The network is free to join for our members as we feel our resources and the opportunities we provide should be as accessible as possible.

We have organised a number of events for our members, covering topics on virtual reality, disrupting pharma, digital mental health and interoperability, from breakfast gatherings, to lunchtime fireside chats, to evening Meet-ups.

We are present at all major national conferences, negotiate discounts to external health technology events for our members, provide business and legal support for SMEs, promote interesting professional opportunities, introduce potential mentors and mentees to one another, broker new business connections and spread the news and activities of our members, their organisations and the causes they support, from profiling unique and varied members, to showcasing a Start-up of the Month.

Our Members

Our members come from many different sectors and industries. Our current national membership breakdown is:

NHS - 52% including 2% NHS England, 4% NHS Digital. The breakdown of our NHS members includes many CIOs, CCIOs and other key influencers and decision makers.

Of the remaining 48% of members the breakdown is:

SMEs 22%	Industry both international and domestic corporations - 13%
Corporate 15%	Private Healthcare 5%
Academia 9%	Consultancy 20%
Voluntary 2%	Other 14%

Of our membership approximately 5% are speakers and/or contributors to our content and events. These speakers range from industry experts to extraordinarily impressive junior subject matter experts. One HealthTech gives our members and potentially staff from your organisation, the opportunity to share a platform with the best and unique subject matter experts and influential people within the healthtech environment.

Currently One HealthTech has a vibrant and active social media presence with over 3300 twitter followers, 820 meetup followers, 420 linked in followers and a growing membership list of over 6,000 emails. This membership list is contacted about events and receives the monthly newsletter.

Our members are geographically spread with the largest concentrations being 32% in London, 17% in the North West, 17% in Yorkshire and 10% in the South West.

Following our initial UK launch in London, additional hubs have been established primarily across the north and Bristol. We constantly receive requests for hubs abroad, and we are working closely our colleagues in Dublin to establish the first OHT international hub.

As a volunteer-led organisation we are heavily reliant on the support of our sponsors. We are delighted to invite you to sponsor OHT and demonstrate how OHT can best collaborate with you.



Benefits of Sponsoring One HealthTech:

- Participation in the fastest-growing national HealthTech community in the UK, which is expanding internationally
- Access to a diverse, distinctive and dynamic network of health technologists and clinicians who are among the key decision makers and influencers within the Health Tech eco system.
- Part of a movement that is helping to transform the culture, makeup and direction of our future healthcare ecosystem
- A public statement of your commitment to equality, diversity and support of women and other underrepresented groups in the technology workplace
- Tailored support for your business needs - be it showcasing technologies, events, recruitment or leadership development
- Dissemination of your brand and activities to an engaged international network
- Barometer on “Next gen” thinking
- Opportunities for your staff to learn and be inspired by key people within the HealthTech sector

In return, One HealthTech will:

- Deliver a tailored sponsorship package to address your business challenges and objectives
- Promote and showcase your organisation’s activities and employees
- Provide the channel between the HealthTech community and your organisation

How it works for you as a sponsor:

Sponsoring One HealthTech can provide you with a suite of valuable opportunities for your company, employees, products or services. Sponsorship is based upon a points-based system, which allows you to select the most appropriate level and type of sponsorship for their organisation.

The three levels of sponsorship:

	Bronze	Silver	Gold
Sponsorship per annum	(Ask us for details)	(Ask us for details)	(Ask us for details)

Levels of sponsorship:

Appendix 1 sets out the detail of each level of sponsorship and what OHT can provide for you. The opportunities could include:

Website: Logo on sponsorship page or tile on OHT website

Careers: Job advertisements or Recruitment events

Media: Tweets, LinkedIn or Newsletter blog

SME list: Query member database for details of SMEs

Speaker & Ambassadors: A network ambassador or speaking opportunity

Events: Priority event sponsorship, roundtable sponsor or attendance

Others: Device trial or awards sponsorship

In return, OHT invites our sponsors to:

- Attend our events and activities (where possible)
- Promote One HealthTech events and activities to your networks
- Provide One HealthTech with your company logo and brand guidelines for use on One HealthTech website (and at other agreed events and activities)
- Provide materials (flyers, pop-up banners, etc.) to promote your organisation or services at One HealthTech events and activities
- Include (where possible) a One HealthTech logo and link on their website and other appropriate materials.

Next Steps:

As outlined in the table above, sponsoring OHT will provide you with a range of opportunities and activities. We can discuss details of the activities with you and prioritise these to best suit your corporate objectives and timescales. To discuss this further please contact Angela Maragna at angela@onehealthtech.com.

Appendix 1

Levels of sponsorship:

The table below outlines the menu of activities that OHT can provide for you. You may be primarily interested in using OHT's media connections or having access to our network for recruitment purposes. This list is not exhaustive and there may be bespoke opportunities which are of interest to you which we can discuss. We can be flexible and shape the right sponsorship package to support your business needs.

Area		Bronze 50 credits annually	Silver 100 credits annually	Gold 200 credits annually
Website	Tile on OHT website marketplace	✓ small tile 5 credits	✓ medium tile 10 credits	✓ large tile 20 credits
	Logo on sponsorship page <i>10 credits</i>		✓	✓
	Logo on landing page <i>25 credits</i>			✓
	News on OHT website <i>5 credits each</i>	✓	✓ up to 3	✓ up to 6
Careers	Job advertisements <i>5 credits each</i>	✓	✓ up to 25	✓ unlimited
	Recruitment (recruiting events) <i>50 credits</i>			✓
Media	Tweets <i>5 credits each</i>	✓ monthly	✓ monthly	✓ weekly
	LinkedIn <i>5 credits each</i>	✓	✓	✓
	Newsletter blog <i>5 credits each</i>		✓	✓
	Women of the month <i>10 credits each</i>			✓
SME list	Query member database - if you need details of SME, we can provide a list <i>5 credits each</i>	✓ 1	✓ 3	✓ 5
Speaker & Ambassadors	1 network ambassador <i>50 credits</i>			✓

	Speaker opportunities <i>25 credits</i>		✓	✓
Events	Your banner at our event <i>5 credits</i>	✓	✓	✓
	Priority event sponsorship <i>50 credits</i>			✓
	Round table attendance <i>25 credits</i>		✓	✓
	Round table sponsor <i>10 credits</i>			✓
	Big/small sponsorship events <i>40 credits</i>			✓
Other	Award sponsorship <i>25 credits</i>			✓
	Product/Device trial (if applicable) <i>50 credits</i>			✓
	Networking drinks invites (free)	✓	✓	✓

So for example if you were interested in being a Silver Sponsor you would have 100 credits to allocate during your 12 month sponsorship. You could choose to apportion them to:

- 1 tile on the website (10 credits)
- 1 tweet per month (5 credits)
- Logo on sponsorship page (10 credits)
- 2 x speaker opportunities (50 credits)
- 1 roundtable attendance (25 credits)