2012 TRUST Award

JULY 19  SAN FRANCISCO

Sponsorship Opportunities

Ten-Year Anniversary

HEALTH RESEARCH & EDUCATIONAL TRUST
In Partnership with AHA
About HRET and the TRUST Award

The Health Research & Educational Trust (HRET) is an independent, nonprofit organization engaging in timely research and education on topics of critical interest to hospitals and health systems and the communities they serve. Since 1944 HRET, an affiliate of the American Hospital Association (AHA), has developed and implemented an agenda of applied research, education and training programs to move the hospital and health care field toward improving the health of the U.S. HRET regularly works with academic, research, policy, and community organizations to fulfill its mission of transforming health care through research and education.

HRET established the TRUST Award in 2003 to recognize individuals who have demonstrated long-standing leadership in improving health care quality and building continued trust within America’s health care organizations and communities. TRUST Award honorees have leveraged research and education to make a dramatic impact in policy and practice.
Maureen Bisognano is President and Chief Executive Officer of the Institute for Healthcare Improvement (IHI), an independent not-for-profit organization helping to lead the improvement of health care throughout the world. Previously, Maureen served as IHI’s Executive Vice President and Chief Operating Officer, leading IHI along with former President and CEO Dr. Donald Berwick for 15 years. She is a prominent authority on improving health care systems, whose expertise has been recognized by her elected membership to the Institute of Medicine of the National Academy of Sciences and by her appointment to the Commonwealth Fund’s Commission on a High Performance Health System, among other distinctions.

Ms. Bisognano advises health care leaders around the world, is a frequent speaker at major health care conferences on quality improvement, and is a tireless advocate for change. She is also an Instructor of Medicine at Harvard Medical School, a Research Associate in the Division of Social Medicine and Health Inequalities at the Brigham and Women’s Hospital, and serves on the Boards of the Commonwealth Fund, the ThedaCare Center for Healthcare Value, and Mayo Clinic Health System-Eau Claire.

Prior to joining IHI, Ms. Bisognano was Senior Vice President of the Juran Institute, where she consulted with senior management on the implementation of total quality management in health care settings. Before that, she served as Chief Executive Officer of the Massachusetts Respiratory Hospital in Braintree, MA, where she implemented a hospital-wide strategic plan that improved the quality of care while simultaneously reducing costs.

Ms. Bisognano began her career in health care in 1973 as a staff nurse at Quincy Hospital in Quincy, MA. She was Director of Nursing at Quincy Hospital from 1981-1982, Director of Patient Services from 1982-1986 and Chief Operating Officer from 1986-1987. She holds a Bachelor of Science degree from the University of the State of New York and a Master of Science degree from Boston University.
**Benefactor Sponsor: $25,000**

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  - Ad in American Hospital Association’s (AHA) *Hospitals & Health Networks (H&HN)* magazine, the industry’s leading management journal. Read by senior management in every U.S. hospital and health system and by CEOs and presidents of allied health care institutions and payer organizations.
  - Logo listed in event invitations
  - Logo and full-page tribute message in event program
  - Recognition on HRET website (www.hret.org)

**Patron Sponsor: $10,000**

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- Name listed on the following 2012 Trust Award Reception materials:
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**Collaborating Sponsor: $5,000**

- 2 complimentary tickets to 2012 Trust Award Reception
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**Supporting Sponsor: $1,000**

- 1 complimentary ticket to 2012 Trust Award Reception
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