



2011 TRUST AWARD

JULY 17 SAN DIEGO

SPONSORSHIP OPPORTUNITIES

HRET

HEALTH RESEARCH &
EDUCATIONAL TRUST
In Partnership with AHA

TRUST 2011

JULY 17

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 to make a dramatic impact in policy and practice.

HRET

155 N. Wacker
Chicago, IL 60606
312.422.2600

www.hret.org

2011 HONOREE

Atul Gawande, MD, MPH



Atul Gawande is a general and endocrine surgeon at Brigham and Women's Hospital and the Dana Farber Cancer Institute. He is also Associate Professor in the Department of Surgery at Harvard Medical School and the Department of Health Policy and Management at the Harvard School of Public Health. He became director of the World Health Organization's global campaign to reduce surgical deaths in 2007.

Dr. Gawande served as a senior health policy advisor in the Clinton presidential campaign and White House from 1992 to 1993. He has been a staff writer for the *New Yorker* magazine since 1998. In 2006, Dr. Gawande received a MacArthur Award for his research and writing. He has written three New York Times bestselling books: *Complications: A Surgeon's Notes on an Imperfect Science* was a finalist for the National Book Award in 2002 and is published in more than twenty languages; *Better: A Surgeon's Notes on Performance* was selected as one of the ten best books of 2007 by Amazon.com; *The Checklist Manifesto: How to Get Things Right* was selected as one of the best books of 2009 by Amazon.com. In 2010, he won a National Magazine Award, AcademyHealth's Impact Award for highest research impact on health care, and selection by *Foreign Policy Magazine* and *TIME* magazine as one of the world's top 100 influential thinkers.

2011 TRUST AWARD RECEPTION

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Benefactor Sponsor: \$25,000

- 4 complimentary tickets to Award Reception
- Name listed on all 2011 Trust Award Reception materials:
 - 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

- 3 complimentary tickets to Award Reception
- Name listed on the following 2011 Trust Award Reception materials:
 - Ad in *Hospitals & Health Networks (H&HN)* magazine
 - Event invitations
- Logo listed in event program
- Recognition on HRET website (www.hret.org)

Collaborating Sponsor: \$5,000

- 2 complimentary tickets to 2011 Trust Award Reception
- Name listed in *Hospitals & Health Networks (H&HN)* magazine ad
- Name listed in event program
- Recognition on HRET website (www.hret.org)

Supporting Sponsor: \$1,000

- 1 complimentary ticket to 2011 Trust Award Reception
- Name listed in event program
- Recognition on HRET website (www.hret.org)

All sponsorship contributions are tax-deductible beyond the cost of tickets (\$250.00 each) that are provided.

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Please fax this form to Jennifer Shaw at 312.422.4568 or send by mail to HRET, Attention: Jennifer Shaw, 155 N. Wacker, Chicago, IL 60606.

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