

BLACK HEALTH CONNECT

Conference 2024

BUILDING COMMUNITY
WITHIN THE HEALTHCARE
ECOSYSTEM

July 11th - July 14th
Washington, DC





OUR MISSION

The mission of Black Health Connect is to create and curate a digital and physical hub for Black Healthcare Professionals. We aim to foster an interdisciplinary and intergenerational network of professionals with the common goals of career advancement, advocating for increased diversity in healthcare, and improving health equity.



OUR PILLARS



CONNECT

We aim to continue to foster connections via events, virtual programming, social media content, private membership site



AMPLIFY

We aim to identify acknowledge and support leaders, and innovators within our community.



REPRESENT

We aim to identify, analyze, and address systemic issues effecting our members careers and their patients' outcomes.



EDUCATE & ENGAGE

We aim to provide our collective with the resources and opportunities that will further their personal and professional success through programming, and strategic partnerships

BLACK HEALTH CONNECT BY THE NUMBERS

+1,200
NURSES

+600
PHYSICIANS

+500
C-SUITE
LEADERS

+700
STUDENTS

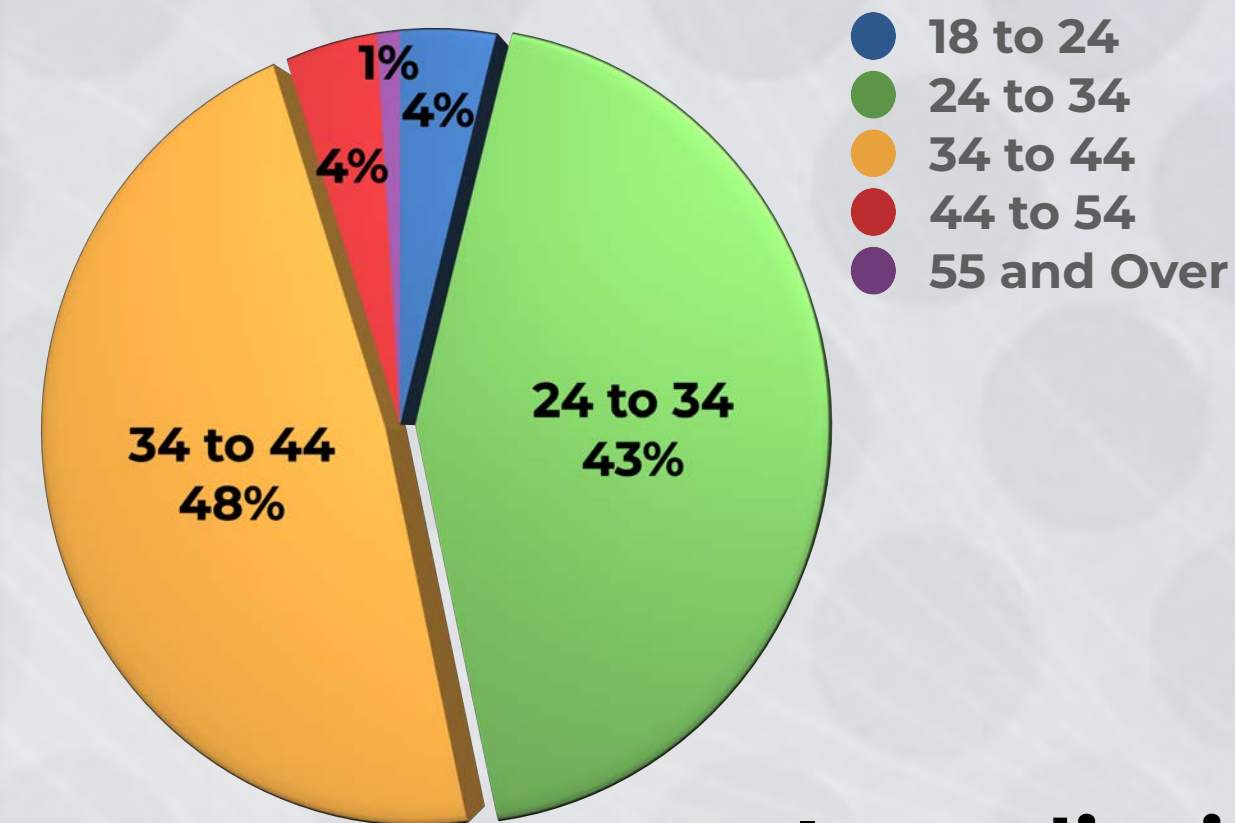
+2,200
CLINICAL
PROFESSIONALS
(Non MD and RN)

+1,200
MANAGEMENT
PROFESSIONALS

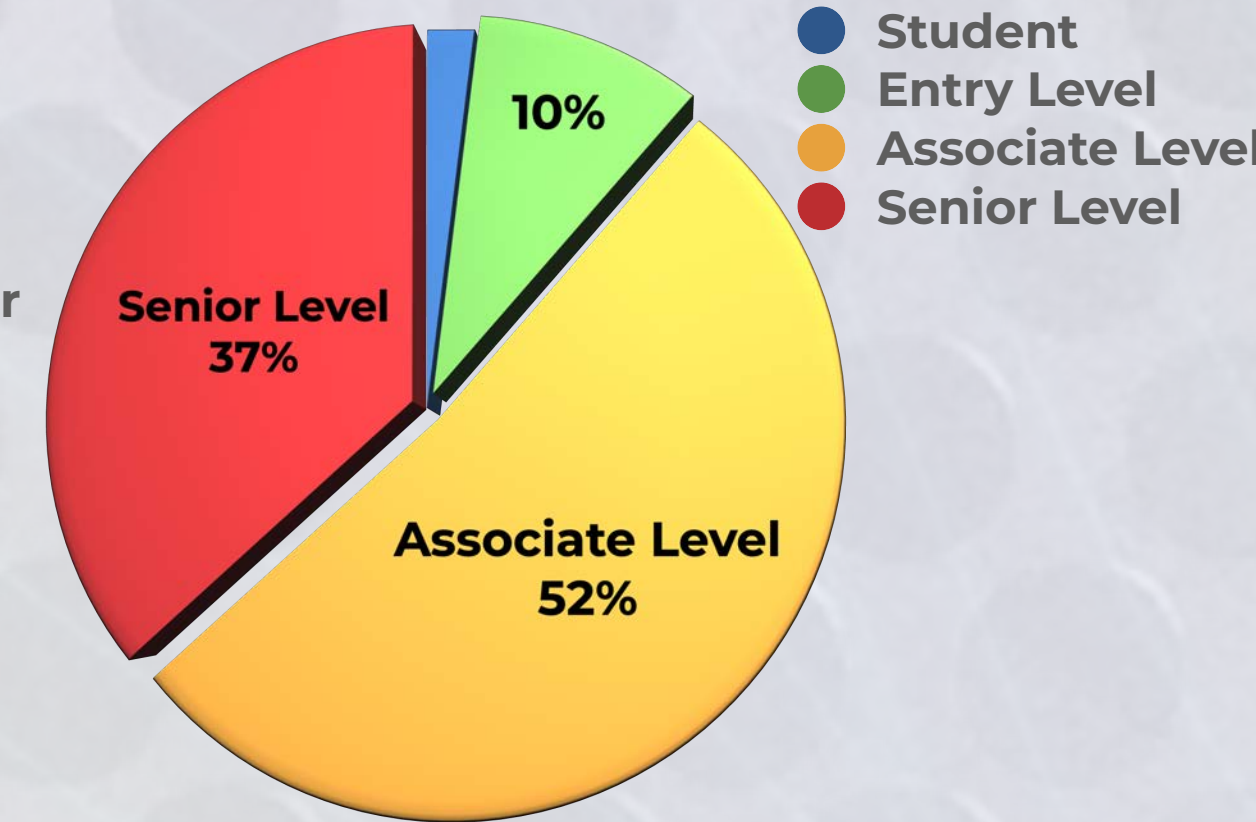
+250
SALES
PROFESSIONALS

19,000+ COMMUNITY MEMBERS ACROSS THE GLOBE

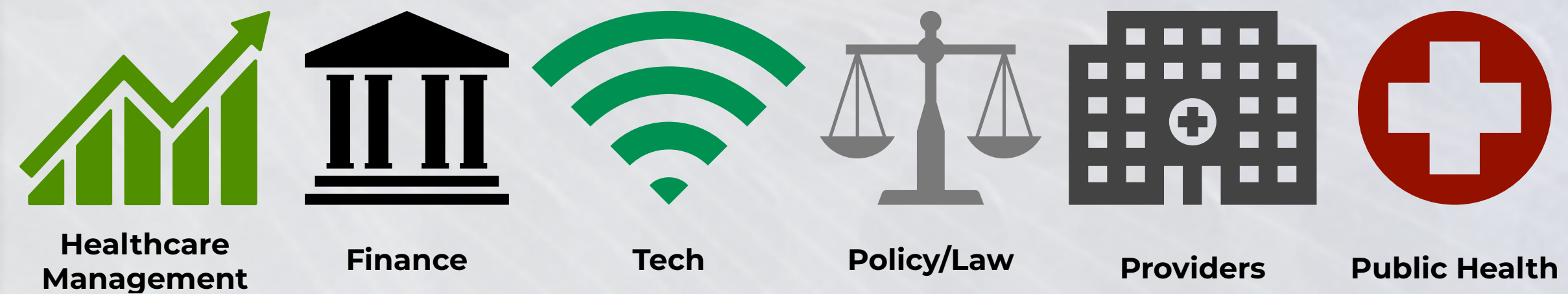
Intergenerational



Multi-Level



Interdisciplinary



Following



16.1K+ Instagram Following

2K+ LinkedIn Followers

400+ LinkedIn Group

19K+ E-Mail Subscribers

#BLACKHEALTHCON 2024

For the second time, Black Health Connect sets out to deliver a conference experience designed for the needs of our community.

As we curate this space we recognize that it is a valuable opportunity for organizations looking to recruit, collaborate, or build awareness to take advantage of.



4 Days of Networking
3 Days Expo
3 Days Programming
2 Keynote Speakers
Wellness

Day of Service - BHC Community Health Fair
40 Under 40 Awards + Black Health Ball

Over 500 Attendees (In-person & virtual)

2 VENUES

This year's conference will be set in two amazing venues;

The National Housing Center (1201 15th St NW)
and
The Westin City Center (1400 M Street NW)



1 AMAZING EXPERIENCE

Located directly across from one another, for a campus feel.

The National Housing Center will serve as the epicenter of all programming with its beautiful atrium as the backdrop for our 2024 Expo.

While the **Westin City Center** will be our hub for networking and serve as our host hotel.

Both providing a blank canvas for activations and branding throughout the weekend.

2023 STATS

360 +

ATTENDEES

FROM

25 +

STATES

REPRESENTING

20+

PROFESSIONS

**Connecting Black
Professionals from
the Healthcare Ecosystem**

“It was **everything my soul needed** that I didn’t know. I wished it never ended. I’m looking forward to next year but also **staying connected** with those I have met. I hope everyone feels **validated** and not alone in their endeavors but rather the **village** is there to see you through. I hope the BHC understands that **the support is there** and **many helping hands** to make this a Global Successful Network.”

- Senior Pharma Leader from Maryland

2023 SPEAKER HIGHLIGHT: INFLUENCE + IMPACT



Dr. Torian Easterling
SVP, One Brooklyn Health



Adimika Arthur
CEO, Health Tech For Medicaid



Dr. Brandon Frame
CVO, The Black Man Can



Dr. Ruth Arumala
CMO, Zuri Fertility



Dr. Yves Duroseau
Chairman, Northwell Health



Ashley Sayles, NP
Founder, ReNegade Resume LLC.



Percell Dugger
Founder, FitForUs



Dr. Alani Gregory
Head of DEI + Health Equity, One Medical



Dr. Andrew Sanderson
CMO, Water Environment Federation



Kelly O. Elmore
Chief of Staff, Walter Reed Medical Center



Dr. George Okpamen
Vice President, Lilly Foundation



Dr. Safiya K. Lyn
CEO, Ask Dr. Lyn Medical Cannabis MD



Dr. Trevor Thomas
Celebrity Dentist



Dr. Magdala Chery
Health Equity Clin. Specialist, Google



Andrew Suggs
Founder, Live Chair Health



Tamar Samuels
Co- Founder, Culina Health



Brian Clark
CEO, GPHA Inc

The Numbers

32 **15**

Speakers Major HCOs

17 **8** **9**

Founders Sr. Leaders Influencers

500K+

Collective Social Media Following (Instagram, LinkedIn)

2023 TOPICS: EDUCATION + DEVELOPMENT

Keynote: Dr. Torian Easterling

Health Equity and Policy

Lunch and Learn: DE&I in the Workplace

Lunch and Learn: Executive Leadership

Entrepreneurship: Social Media for your Professional Brand

Financial Literacy

Innovation: Healthcare x Cannabis

Men's Leadership and Achievement

Lunch and Learn: Nutrition

Women's Leadership and Achievement

Community/Organizational Leadership

Health Tech: Healthcare x Tech

Our **intention** when curating programming is to serve the **entire** professional.

We have topics that speak to them as **clinicians,** **leaders,** **professionals,** **entrepreneurs,** and most importantly as **people.**

2024 TOPICS + THEMES

Some of the topics we will be discussing during #BlackHealthCon 2024

**LEADERSHIP +
ACHIEVEMENT**

FINANCIAL LITERACY

**INNOVATION IN
HEALTHCARE**

TRIAL DIVERSITY

TRIAL DIVERSITY

PUBLIC HEALTH

**HEALTHCARE +
TECHNOLOGY**

ENTREPRENEURSHIP

WELLNESS

YOUR IDEA

MENTAL HEALTH

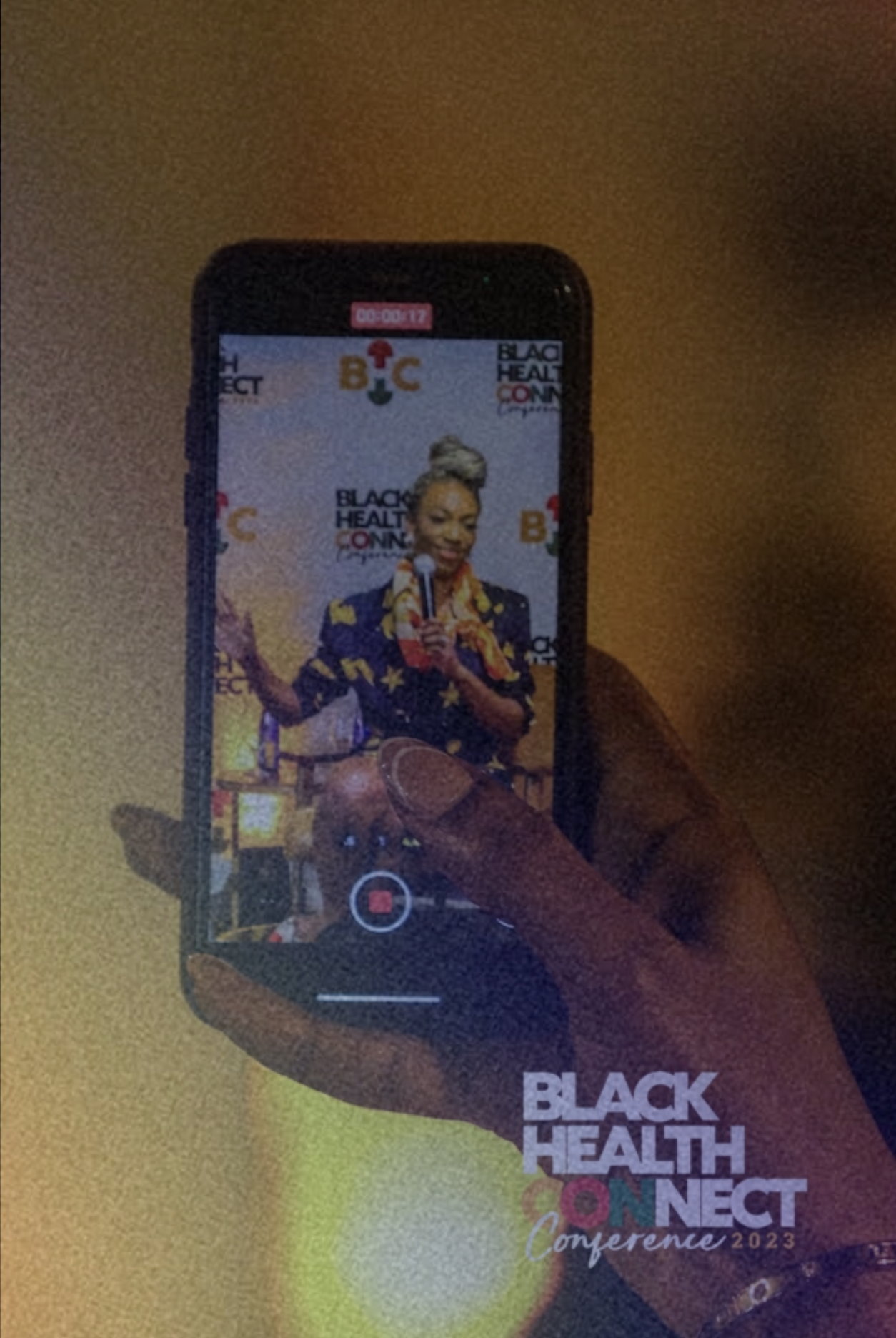
MATERNAL HEALTH

AI + HEALTHCARE

DE&I

HEALTH EQUITY

HEALTH POLICY



A GREAT FIRST IMPRESSION

Leading into the conference and during we were able to make a major impact across social media platforms such Instagram and LinkedIn



2023 Conference Performance

4,000

Followers gained from June '23 - Sept '23

846,000

Impressions from June '23 - Sept '23

29,000

Accounts reached during the conference weekend

169,000

Impressions during the conference weekend

Age Range

48% - 25-34 28% - 35-44
13% - 18-24 9% - 45-54

#BlackHealthCon

Utilized 500+

2023 - 2024 Current Analytics

19K+

Accounts Reached Monthly

3K+

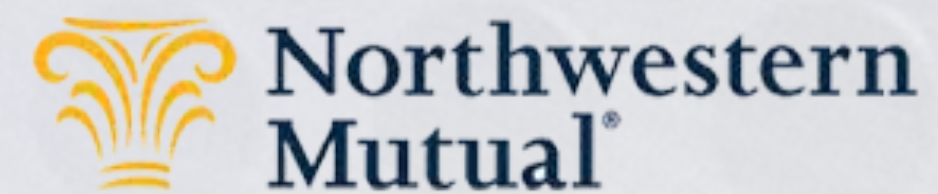
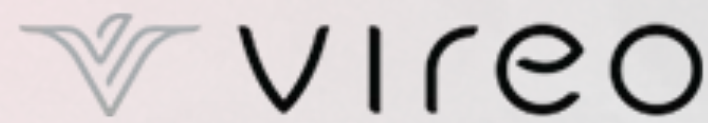
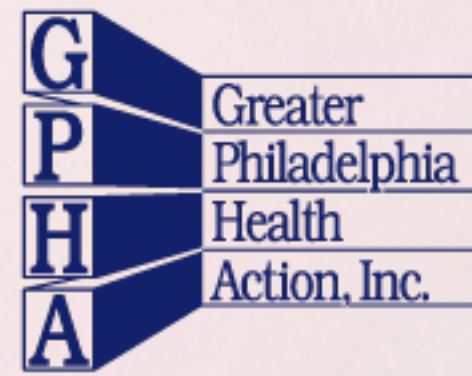
Accounts Engaged Monthly

20K+

Unique Website Visitors Monthly

OUR PARTNERS

We're all about making connections



WHY SPONSOR BLACK HEALTH CON '24?

Talent Acquisition



Attendees represent all healthcare verticals from across the country

Community Impact



Ability to engage and support diverse healthcare communities

Brand Awareness



Black Health Connect is the only interdisciplinary and intergenerational healthcare network

BRANDING OPPORTUNITIES

NICHE MIXERS

Let us curate a space for your target market

BANNER

Set up a banner in our expo or host hotel

HEALTH FAIR

Support our community health fair

EMAIL BLAST*

Personalized email sent to our attendees and the 19K+ members in our database

PHOTO OPPORTUNITIES

Set up a moment worthy of Social Media

GIFT BAG INCLUSION

Let our attendee take you home with them

LUNCH + LEARN

Educate our community and keep a captive audience

BRANDED STAGE

Brand one of our Panel Stages

WORKSHOP/BREAK OUT

Educate our community and keep a captive audience

Black Health Ball

Our fundraising Gala and 40 under 40 Awards Ceremony

CUSTOM BRANDED LOUNGE

We can create a lounge area for our guest to be immersed in your brand

BRANDED CONTENT

We will have a **podcast** and **content studio** on site

LANYARD

Our guest will carry your brand with them the entire weekend

FOUNDERS CIRCLE

Our exclusive activation for healthcare entrepreneurs

PANEL SPONSOR

Receive branding and a thank you for a panel of your choice

WELLNESS

Bring your wellness brand to our community during our morning of wellness activations

Please reach out about custom packages to meet your needs

**Our email marketing has over 70% open rate on average*

2024 SPONSORSHIP LEVELS

	EXPO TABLE	GEN ADMISSION TICKETS	VIP TICKETS (includes gala ticket)	BRANDING	DIGITAL	GIFT BAG INCLUSION	ON-SITE ACTIVATION	Q3 MIXER BRANDING	STEP AND REPEAT	40 Under 40 AWARDS + GALA
TITLE SPONSOR \$100K	Custom Expo Activation	10 Tickets	20 Tickets	Across all marketing assets	Individual recognition across all channels	Included	Curated Panel + Custom Activation	Branding and Opportunity to Activate	Included + Additional Photo Opportunity	Title Recognition Branding Activation
GOLD SPONSOR \$50K	Standard table	10 Tickets	10 Tickets	Website	Collective Gold recognition across all channels	Included	Curated Panel/ Custom Activation	Recognition	Included	x
SILVER SPONSOR \$25K	Standard table	5 Tickets	5 Tickets	Website	Collective Silver recognition across all channels	Included	Breakout Session/ Workshop	X	x	x
BRONZE SPONSOR \$15K	Standard table	5 Tickets	X	Website	Collective Bronze recognition across all channels	Included	X	x	x	x

Please reach out about custom packages to meet your needs

OTHER SPONSORSHIP OPPORTUNITIES

\$20,000

Keynote Sponsorship

Introducing keynote and branding

\$15,000

Panel Sponsorship

Your branding on stage during the discussion

\$7,500-\$10,000

Dedicated Lunch Workshop

Lunch and Learn Sessions

\$7,000

Supporting Partner

Expo Table

Gift bag inclusion

2 General Conference

Tickets

Website Inclusion

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**BLACK
HEALTH
CONNECT**
Conference 2023

“I've never been to another conference like Black Health Con. **Healthcare meets Homecoming!** Also, love that BHC isn't a conference of siloes and that people from all over the healthcare ecosystem — whether providers or otherwise — get to **fellowship** together, **network**, and **learn** from each other.”

- Senior leader at Non-Profit from Texas

“Black Health Connect Conference is **THE** premier conference for Black Health professionals. This conference had the **perfect balance between education, enrichment and engagement**. It fostered a feeling of community while leaving room for growth as each sector of health interacted with each other. I can't wait for the 2024 program!”

- Cosmetic and GYN Surgeon from Texas



**BLACK
HEALTH
CONNECT**
Conference 2023

GET IN TOUCH WITH US

BLACK HEALTH CONNECT
Partnerships@BlackHealthConnect.com

