



SOCIETY to
IMPROVE
DIAGNOSIS in
MEDICINE



DEM 2017 Sponsorship Opportunities

Distribution of Promotional Material - \$1,000

One-page promotional literature (8.5x11, single or double-sided, sponsor-provided) distributed at registration

To select this option and pay for the Distribution of Promotional Material, click [here](#).

Conference “Exhibitor” Bundle - \$3,000

- One-page promotional literature (8.5 x 11) to be distributed at registration
- Complimentary 6’ exhibit table
- Complimentary conference registration (one)
- Company recognition on SIDM website (ends 12/31/**2017**)
- Company recognition on meeting signage
- Acknowledgment in the DEM onsite program book
- Attendee Passport for Participation incentive to build exhibitor traffic (\$500 AmEx Gift card).

To select this option and pay for the Exhibitor Bundle, click [here](#).

Conference “Sponsor” Bundle - \$5,000

- One-page promotional literature (8.5 x 11) to be distributed at registration
- Complimentary 6’ exhibit table
- Complimentary conference registration (two)
- Company name and logo on SIDM website *with link to your website* (ends 6/30/**2018**)
- Company name on meeting signage
- Acknowledgment in the DEM onsite program book
- Attendee Passport for Participation incentive to build exhibitor traffic (\$500 AmEx Gift card)

To select this option and pay for the Sponsor Bundle, click [here](#).

Additional Onsite Sponsorship Opportunities

- Continental Breakfast with special signage
- Breakfast with product demonstration
- Lunch with special signage
- Networking Cocktail Reception with opportunity to welcome attendees

Note: Sponsorships included or discounted with corporate memberships to SIDM. For more information, visit (<http://www.improvediagnosis.org/?page=Membership>). SIDM is a recognized 501(c)(3) nonprofit corporation.

For more information about DEM2017 Sponsor Opportunities contact Elizabeth Cohen at 773.856.0288 or email elizabeth.cohen@improvediagnosis.org.



Diagnostic Error is Common, Costly, and Harmful

Diagnostic error is one of the most important safety problems in healthcare today. The National Academy of Medicine (formerly IOM) reports that 1 in 10 diagnoses are incorrect. Patient surveys confirm that at least one person in three has first-hand experience with a diagnostic error, and researchers have found that diagnostic errors — not surgical mistakes or medication overdoses — account for the largest fraction of malpractice claims, the most severe patient harm, and the highest total of penalty payouts. A recent study found that one in twenty primary care adult patients will experience a diagnostic error every year.

“It is likely that most of us will experience at least one diagnostic error in our lifetime, sometimes with devastating consequences.....Improving the diagnostic process is not only possible, but it also represents a moral, professional, and public health imperative.”

-Improving Diagnosis in Health Care. Institute of Medicine, 2015

About the Diagnostic Error in Medicine Conference

The international conference is in its 10th year and will occur in Boston, October 8-10. The 2.5-day program with adjacent programming will feature Don Berwick as our keynote speaker. In 2015-16, DEM averaged more than 300 attendees from a total of 16 countries (85% USA). Attendee demographics were approximately 55% clinicians, 20% researchers/medical educators, 8% nurses, and the balance from laboratory, radiology, informatics, malpractice insurers, and other healthcare professionals along with patients and their families. You won't find a more cross-cutting, interdisciplinary, and engaged audience.

About the Society to Improve Diagnosis in Medicine (SIDM)

SIDM is the only organization focused solely on improving the quality and safety of medical diagnosis. SIDM, a 501(c)3 not-for-profit, is dedicated to catalyzing and leading change to improve diagnosis and eliminate harm, in partnership with patients, their families, the healthcare community, and every interested stakeholder. SIDM catalyzed the NAM report, convened the Coalition to Improve Diagnosis (DxCoalition.org) and is the global hub for the thought leaders in improving diagnosis.

SIDM's Strategic Priorities

- Global: Making improving diagnosis a strategic priority for health care.
- Research: Advance research on diagnostic accuracy and error that will lead to reduced harms.
- Education: Transform professional medical education to improve.
- Practice: Improve diagnostic performance in current clinical.
- Patient engagement: Engage and integrate patients and their families in all diagnostic improvement efforts

For more information about diagnostic error and the Society to Improve Diagnosis in Medicine, please visit our website at www.ImproveDiagnosis.org/. For up-to-date information on the conference, visit www.DEMConference.org.