

Reach the C-suite in the \$935 Billion Hospital Industry

Sponsor
Proposal for

**Talent
Retention
Plans**



Highly-compensated Hospital C-suite Executives Are Buyers...

- Make multi-million-dollar buying decisions for their organization **(B2B)**.
- Have high disposable personal incomes and purchase personal luxury items and services **(B2C)**.
- The average hospital CEO salary is \$600,000 per year.
- Hospital CEOs at large urban teaching hospitals earn an average of \$1.7 million per year.



- Reach C-suite decision-makers in the \$935 BILLION hospital industry.
- A year-long program keeps your name in front of your ideal prospects.



- Speaking opportunities virtual events, & in-person at live events.
- Exposure on multiple podcasts with millions of listeners.
- Links directly to your website from multiple sources (email, website, book, etc.)

Contact David Alemian (760) 707-4797 | Email: David@TalentRetentionPlans.com
www.TalentRetentionPlans.com

Connecting SPONSORS to C-suite executives at hospitals.
Educate them about our Sponsor's high-quality products and services,
drive new sales and grow the customer base, and build brand loyalty.

About the Founder: David Alemian

David Alemian is on a mission to improve the quality of healthcare across America. Alemian has spent over 25 years building long-standing relationships in the insurance and banking industry. Alemian merges bank financing with insurance products to enable his clients to reach their financial goals. In 2010, Alemian saw a way to use these financial tools to develop a solution to help hospital administrators deliver better quality healthcare.



"It takes high quality talent to deliver high quality healthcare"
— David Alemian

*For the past three months, the scorching desert sun had **skyrocketed** temperatures to over **110 degrees with no end in sight**. Inside the hospital, a nurse entered the room, desperately seeking an orthopedic surgeon to help a terribly injured child in the emergency room. Sadly, the shaking heads and hushed whispers told her what she already knew that once again, no help was coming.*

As Alemian witnessed the tragic drama unfold before him, his mind began to race as he felt the woman's sadness. Then suddenly, he knew what to do to help.

Alemian recalled reading multiple reports published by the American Medical Association (AMA).

The AMA reports revealed...

- **RETIREMENT** is the **top financial concern** of all US physicians.
- **Half of all US physicians** consider themselves **behind in their retirement savings**.

Alemian also recalled reading a hospital survey stating: For the past **20 years** in a row, **TALENT SHORTAGES** were **among the top challenges** facing hospital **CEOs**.



RETIREMENT is Top Concern for US Physicians.

STAND OUT FROM THE CROWD

Whenever the discussion turns to **TALENT SHORTAGES**, **Hospital Administrators** give David Alemian their **undivided attention**.

Sponsorship gives YOU the opportunity to enjoy their undivided attention too.



Talent Shortages Challenge CEOs

Creating a Win-Win Solution

When Alemian read the AMA reports and then saw the surveys of hospital CEOs, he saw a way to help both groups. He set about to create a retirement benefit suitable for highly-compensated employees and fully funded by the employer. To make the plans affordable, Alemian finances the plans with special "Interest Only" bank loans. Attached to the plan is a long-term "Cliff Vesting" period, effectively starting long-term employee retention.

The result is a significant talent acquisition and long-term retention program with a high return on investment.



**Hospital administrators and physicians call
Talent Retention Plans' solution **BRILLIANT**.**



SPONSOR BENEFITS

- 1) Reach the \$935 billion hospital industry.**
- 2) Stand out from the crowd with our unique proposition.**
- 3) Year-long program to keep the sponsor's name visible.**
- 4) Bring your message and brand to hospital C-suites decision-makers across the U.S.**
- 5) Highlight products and services directly to your customer.**
- 6) Have company representatives give presentations at events.**
- 7) Take advantage of the tremendous amounts of media and public interest in quality healthcare with press releases to various media outlets and hospital publications.**
- 8) Multimedia 24/7 promotional campaign, podcasts, video, text messaging, email, and social media.**



SPONSOR BENEFITS

- 9) Exhibitor opportunities signage, and your company representatives at the Speaking Tour and Media events.**
- Attendees are hospital VP levels and higher.
 - Attendees make million-dollar purchasing decisions for their organizations.
 - Attendees also have 6-figure incomes
 - Attendees can purchase high-ticket items for themselves and their families.
- 10) Hyperlink to your website on emails, social media, book chapters.**
- 11) Branding to Hospital Associations members in Southern California, Nevada, Arizona.**
- 12) Exposure on multiple podcasts media with millions of listeners.**
- 13) Promotion in online social media – Special landing page with your sponsor logos and links to the sponsor’s website.**
- 14) Speaking opportunities at virtual events and in-person at live events.**
- 15) Option to sponsor Speaking Tour and Media event swag bags.**
- 16) Promotion in upcoming media with our unique video brochures.**

Demographics of Hospital C-Suite Professionals with Purchasing Power



Our Target Market is the C-suite of Hospitals

- The average age of hospital C-suite leaders is 54.
- The average tenure is 5.3 years.
- 25% to 35% of healthcare C-suite teams are women.
- 13% of medical industry CEOs are women.
- C-suite women tend to serve as technical experts (chief human resources officer, chief legal officer, etc.) where technical expertise supersedes intangible qualities.“
- The average hospital CEO salary is around \$600,000 per year. However, CEOs at large urban teaching hospitals make an average of approximately \$1.7 million per year.
- Depending on the size of the hospital, the average salary of hospital COOs ranges from \$192,000 to \$815,000. The average salary for hospital CFOs ranges from \$189,000 to \$739,000