



CONVINCE YOUR BOSS

Talking points to help you sell a trip to Nashville for the Health:Further Festival, August 27-29

- **Broad attendance:** Silos? What silos? Health:Further will host 2500 attendees from across health and healthcare, including execs, investors, entrepreneurs, clinicians, students, service providers, and corporate innovators. In other words, your colleagues, competitors and collaborators are going to be there. You should be, too.
- **Purposeful connections:** There's a lot each of us can learn from that diverse group of fellow attendees. We want you to take advantage of that. Multiple networking events will provide opportunities to connect with others at the festival, and help you build the relationships that matter for your business.
- **Diverse learning opportunities:** Of course, it's not just meeting people. It's learning through traditional talks. Therefore, we have sessions planned on healthcare IT & tech, consumerism, blockchain, clinician entrepreneurship, healthcare investing, and finance and management.
- **Focus on the things that matter:** Even while covering a range of topics, we are careful not to overwhelm our community with volume. Instead, we have designed a carefully selected set of options so that you can get the information you need. Importantly, we work with outstanding partners like Tennessee HIMSS, Tennessee HFMA, Brain+Trust, and others to develop content that is meaningful for specific groups within the Health:Further audience.
- **Big value, little price:** Snag your ticket before May 25 and you'll pay between \$199 and \$350. Comparable events cost \$2,000...and that's if you buy early.
- **Clear goals:** The Health:Further Festival isn't just about talk. Those networking events, plus workshops and case study presentations, are built on the assumption that we all must take action, find valuable ideas, and work towards real results that will drive change. That change includes better health outcomes at a sustainable cost for society. Less hype, more progress.
- **Nashville:** The entire event is rooted in the fact that Nashville is an epicenter of the healthcare industry. The city is home to 800 companies working in healthcare, with 18 publicly traded companies generating \$78 billion and half a million jobs globally. Oh, and the startup community in Nashville has raised roughly \$1 billion over the past decade. There's lots going on here, and we want you to be part of it - even if it's just for a few days.
- **More than just Health:Further:** The 36|86 Entrepreneurship Festival kicks off on Wednesday, August 29th as Health:Further wraps up. If you're interested in making a week of it, combo tickets are available to both events. Plus, Nashville's famous - and free - Live on the Green Music Festival takes place that weekend.