



BATZ PATIENT SAFETY GUIDE

SPONSORSHIP PACKAGES

When the Foundation was started in 2009, the Batz family found themselves alone in the hospital and with no resources to navigate the experience of being a victim of a preventable medical error. After the loss of her mother, Laura Townsend decided to remedy that situation for other families and began the Louise H. Batz Patient Safety Foundation. Her first step was to publish the Batz Guide for Bedside Advocacy. The Batz Guide is filled with questions for before, during, and after your hospital stay. **Now, we are encouraging companies that are interested in providing this life-saving tool for their customers, employees, and the community to sponsor the Batz Guide.** We offer two choices for engagement:

UNDERWRITE THE BATZ GUIDE

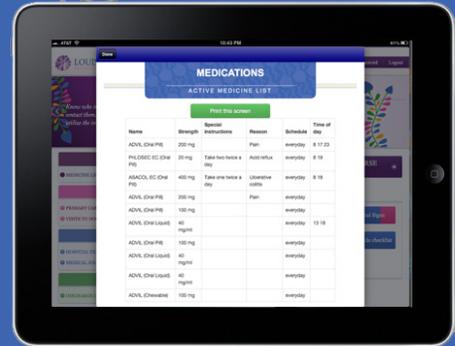
Pricing starts at \$5,000 for 1500

- **QUANTITY:** 1500 or under available immediately/over 1500 add 4-6 weeks for delivery
- High-quality printed guides available for immediate distribution which can be managed by the underwriter or through the Foundation
- partner recognition includes the foundation website, all guide related collateral and outbound marketing materials

CO-BRAND THE BATZ GUIDE

Pricing starts at \$10,000 for 3,000

- Co-branding includes logo on the cover, an inside sponsor page to include special message from Foundation partner
- **QUANTITY:** Minimum order of 3,000/Orders more than 5,000 will receive additional savings
- **DELIVERY:** 6 weeks once artwork and content has been submitted and approved
- Partner recognition includes the Foundation website, all guide-related collateral and outbound marketing materials



MOBILE APP FEATURES FOR PATIENTS AND HEALTHCARE PROFESSIONALS

- Charts for medication prescriptions enabling patients to set alerts and triggers
- A digital library allowing the user to look up terms
- Videos, articles, charts and pictures
- User-friendly and clinically validated checklists
- Custom content from each hospital
- Discharge education
- Medication reconciliation & education
- Real-time feedback to hospital for potential quality/satisfaction problems **BEFORE** they get serious

MOBILE APP SPONSORSHIP PACKAGES

Our innovative app, created by RINGFUL Health, features the latest information on all things patient safety including medication tracking, pre- and post-opt questions, educational materials, hospital feedback mechanisms, hospital EHR/paging integration, and clinically validated checklists.



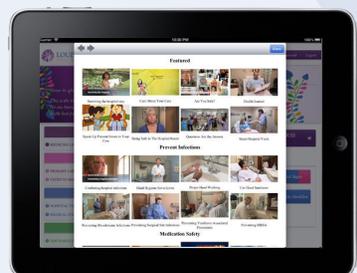
START SCREEN CO-BRANDING

- Start screen appears every time app is launched
- When users touch the sponsor logo, the app opens to a page that describes the sponsor using the sponsor's copy



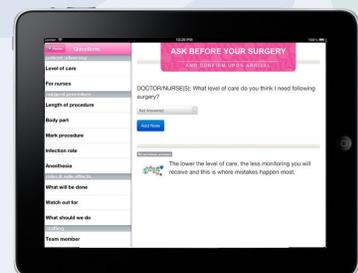
BANNER ADS

- Banners appear in rotation throughout the app
- Your banner links to your sponsor page
- Specs: from Ringful



SPONSORED CONTENT

- Select content available for sponsorship including:
- Medication Log
 - Inspiration
 - Pre- and Post-Hospital Stay
 - During Hospital Stay



SPONSOR PAGES

- Company Name + Logo
- Contact Information

CONTACT US!

Call Laura Townsend at (512) 699-1640 or via email at info@louisebatz.org
 For more information about the Louise H. Batz Safety Foundation, visit www.louisebatz.org

ANNUAL APP SPONSORSHIP PACKAGES

\$2,500

- In-app advertising
- Sponsor page
- Promotion on website
- When users touch the sponsor logo, the app opens to a page that describes the sponsor using the sponsor's copy

\$5,000

\$2,500 benefits plus:

- Premium In-app advertising
- Logo recognition on app marketing materials
- Sponsored content (2 pages)

\$10,000 (4 available)

\$2,500 benefits plus:

- Start screen co-branding (3 months)
- Sponsored content (+3 pages)



THE LOUISE H. BATZ PATIENT SAFETY FOUNDATION

On April 14, 2009, Louise Batz went to have knee replacement surgery. That night, a medical error caused her to sustain an injury from which she could not recover and she lost her life eleven days later. During those eleven days when she was on life support her family began doing research and quickly learned that she had suffered from a preventable medical error. Shockingly, almost 200,000 Americans die every year from preventable medical errors, making it the third leading cause of death each year in the United States.

Shortly after her passing, Louise's family honored her by founding the Louise H. Batz Patient Safety Foundation. The mission is to help prevent medical errors by ensuring the patients and families have the knowledge they need to promote a safe hospital experience, and to support innovative advancements in patient safety. The Foundation's greatest hope is that families, patients, and caregivers will work together as a TEAM to improve safety in our hospitals.



ABOUT RINGFUL HEALTH

At Ringful Health, we provide a complete suite of automated solutions to help healthcare providers engage patients and improve patient experience at every stage of the care cycle — from physician office visits, choosing hospitals, in-patient stay, to post discharge follow up. Our solutions make extensive use of multi-modal communication channels and mobile health technologies to engage patients using technology they already use every day.

REVIEWS & STATISTICS

According to a recent survey conducted by Beryl Health, improving patient experience is one of the top 3 priorities of hospital leaders. By emphasizing on patient's care experience, hospitals see improvements in key quality measures, such as patient satisfaction, readmission rates, and HCAHPS scores, and hence improving hospital's financial bottom lines.

***In-app advertising is more effective:** According to a study by Appsavvy, in-app advertising performs 11.4 times better than standard banner advertising... In-app advertising (when done right) tends to be more effective because it's unobtrusive, it blends in to the overall experience of using the app and it's more relevant to what people want to know about.*

Ringful Health is the leader in providing patient-centered and evidence-based teamwork solutions to help hospitals and communities improve healthcare outcome, patient safety, and reduce cost through mobile and decision support technologies.

"This guide is a life saver! The paper version of the Batz guide was great but the app tool goes above and beyond anything I have ever seen in 20 plus years in the healthcare industry. This tool will allow patients and staff to communicate in a whole new way and it saves lives in the process. I can't wait for the pediatric and Spanish versions!"

"Thank you, Laura! I had my surgery yesterday and asked all of the questions the guide said I should ask. Some of the things we needed to know were things that had never occurred to me before. I forwarded the link for the Foundation to my whole family telling them your family's story and what a difference you've made by creating your Mom's Foundation. Thank you again for all that you've done! You're a game changer!"

-Shannon Turner

This is so beautiful, I sat down and cried. I hate to say "what if" but if I had been blessed with this kind of resource; our life would have been so much different. Thank you. Thank you. Thank you. You will never know how many people will be blessed by this act of kindness and love.

-Staci Almager, Executive Director, Transplants for Children