VIRTUAL 25TH ANNUAL KENNETH B. SCHWARTZ
COMPASSIONATE HEALTHCARE DINNER
THURSDAY, DECEMBER 3, 2020 | 7:00 PM
Dear friend,

The Schwartz Center entered its 25th year as an organization just as the coronavirus entered our communities. This health crisis is impacting every aspect of daily life, but the toll on healthcare professionals, leaders and organizations is immense.

With 25 years of supporting, educating and training hundreds of thousands of professional caregivers, the Schwartz Center is uniquely positioned to support the healthcare community during this time. The collision of the pandemic, systemic health disparities, and racism has brought on a national reckoning. In the face of these crises, we keep coming back to one value that can offer a path toward healing and community and that has defined the Schwartz Center for 25 years: Compassion.

Since the onset of the pandemic, the Schwartz Center has created guidance for Virtual Schwartz Rounds, developed a COVID-19 resource page, held a multi-month free webinar series focused on caregiver needs and launched Stress First Aid training designed to alleviate the long-term mental health effects of care during the coronavirus on healthcare professionals.

In addition to educational programs, the Schwartz Center brings together the healthcare community each year for the Kenneth B. Schwartz Compassionate Healthcare Dinner to celebrate the extraordinary acts of compassion of the finalists and recipient of its flagship recognition program, the National Compassionate Caregiver of the Year® Award.

This year, however, is different. Caregivers everywhere are individually and universally making a profound difference through their unmatched dedication to compassionate, collaborative patient and family centered care. It would be impossible to single out one individual or team for special recognition this year. Fittingly, the Schwartz Center will Honor a Nation of Caregivers by telling the collective story of healthcare providers doing extraordinary work during the pandemic.

As co-chairs of this year’s 25th Annual Kenneth B. Schwartz Compassionate Healthcare Dinner, we know that compassionate care makes a difference and that support for caregivers right now is crucial. We invite you and your company to join us as a sponsor during this special anniversary year. Your contribution will allow the Schwartz Center to bring programming to as many healthcare professionals as possible by funding financial assistance and developing new programs to meet the changing needs of the healthcare community.
We had hoped to be together in-person to unite in the vision of a world where all who seek and provide healthcare experience compassion. **However, this year we will convene virtually on Thursday, December 3, 2020 to honor a nation of compassionate caregivers and raise money for programs to support their mental and emotional well-being.**

You can still look forward to an inspiring convening and networking and visibility opportunities for your organization, while raising important funds for the Schwartz Center to support and sustain caregivers during these uncertain times. We are counting on your support from the comfort of your home.

Thank you for your consideration. Feel free to contact Melissa Restivo at the Schwartz Center at mrestivo@theschwartzcenter.org with any questions.

Sincerely,

Jack Connors, Jr.  
Lois Cornell  
Andrew Dreyfus  
Executive Vice President  
President & Chief Executive Officer  
Massachusetts Medical Society  
Blue Cross Blue Shield of Massachusetts  

P.S. We also invite you to submit stories of compassion to be shared at the annual dinner on our website.
THANK YOU TO OUR EARLY SUPPORTERS

Bank of America Merrill Lynch
BENCHMARK
MASSACHUSETTS

crico
Genesis
Harvard Pilgrim HealthCare
Mass General Brigham
MASSACHUSETTS GENERAL HOSPITAL
Massachusetts Medical Society
MedPro Group
TUFTS Health Plan

THANK YOU TO OUR EARLY SUPPORTERS

DINNER CHAIRS
Jack Connors, Jr.
Lois Cornell, Executive Vice President, Massachusetts Medical Society
Andrew Dreyfus, President & Chief Executive Officer, Blue Cross Blue Shield of Massachusetts

EVENT COMMITTEE
Ellen R. Cohen, MSW, President, Schwartz Center Board
Robert K. Coughlin, President and CEO, MassBio
Kerry Flynn, Vice President, Chief IP Counsel, Vertex Pharmaceuticals
Betsy Pingree Frawley and James M. Litton
Ruth Kilduff, Member, Schwartz Center Honorary Board
Sharon McNally, President, Camp Harbor View Foundation; Chief of Staff, Connors Family Office
Jo Frances Meyer, Director, Puddingstone Consulting
Jay Shiland, Partner, MTS Health Partners LP
Marjorie and Paul Stanzler
Lynn Wiatrowski, Executive Vice President, Bank of America Merrill Lynch

WHY SHOULD YOU SPONSOR?

Position your organization as a patient-centered organization that is sensitive to the needs of caregivers

Support education and training programs for healthcare providers who care for underserved and vulnerable populations

Honor and celebrate the caregivers who risk everything to provide compassionate care

"I’m honored to have the opportunity to support the Schwartz Center’s efforts to not only recognize caregivers who demonstrate compassionate care, but also to help optimize the intersection of compassionate care, health outcomes, and healthcare cost."

Michael Carson, President and Chief Executive Officer, Harvard Pilgrim Health Care
2020 CORPORATE SPONSORSHIP BENEFITS

As the Schwartz Center celebrates our 25th anniversary year, we recognize that caregivers need the emotional and psychosocial support and training that we provide to help sustain and nourish them. The public health crisis created by the COVID-19 pandemic has strained the country’s healthcare system like never before and, as a result, healthcare professionals everywhere have faced unimaginable challenges, selflessly putting themselves at risk to care for others.

The coronavirus has further exposed deep inequities in underserved communities and created unprecedented financial challenges, especially for the healthcare organizations that serve them. **Sponsorship of this year's event will go in part to offer collaborative education and training programs to organizations that care for underserved and vulnerable populations and that otherwise could not afford our membership, such as community health centers, Indian Health Services, and VA healthcare facilities.** Financial relief for certain organizations in 2020 and 2021 will enable Schwartz Center staff to continue bringing needed programming and resources to even more healthcare professionals during this difficult time.

### $100,000 – Leader *(2 available)*

**Program Impact:**
A $100,000 sponsorship underwrites financial aid for Schwartz Rounds training and healthcare membership at 7 healthcare organizations providing care for underserved or vulnerable communities and will fund a Compassion in Action educational webinar, accessible to all caregivers, in 2021.

**Sponsorship Benefits:**
- Speaking opportunity for a representative from your organization
- Acknowledgement by a speaker during the event program
- Access for 40 guests to join the virtual event
- Schwartz Center Chairman Circle Business Membership for FY21 (a $50,000 value)
- Mention in all pre- and post-event related press releases
- Logo placement on the keynote address
- Logo placement during the event and on the screen during intermission
- Logo on event registration page
- Host a VIP pre-event gathering
- Opportunity to co-develop promotional material
- Name recognition on invitation mailed to 7,000 individuals and organizations*
- Recognition in Schwartz Center e-newsletter, Touchpoints, sent to 30,000+ people*
- Name recognition in electronic invitation sent to 30,000+ people*
- Name recognition in the program book and 2020 Annual Report
- Logo and name recognition on Schwartz Center website and social media outlets

### $50,000 – Champion

**Program Impact:**
A $50,000 sponsorship underwrites financial aid for Schwartz Rounds training and healthcare membership at 4 healthcare organizations providing care for underserved or vulnerable communities and will fund 2 scholarships granted to medical and health professions students for the 2021 Compassion in Action Healthcare Conference.

**Sponsorship Benefits:**
- Acknowledgement by a speaker during the event program
- Mention in all pre- and post-event related press releases
- Access for 30 guests to join the virtual event
- Host a VIP pre-event gathering
- Logo placement during the event and on the screen during intermission
- Name recognition on invitation mailed to 7,000 individuals and organizations*
- Recognition in Schwartz Center e-newsletter, Touchpoints, sent to 30,000+ people*
- Name recognition on the electronic invitation sent to 30,000+ people*
- Name recognition in the program book and the 2020 Annual Report
- Logo and name recognition on Schwartz Center website and social media outlets
$25,000 – Trustee
Program Impact:
A $25,000 sponsorship underwrites financial aid for Schwartz Rounds training and healthcare membership at 2 healthcare organizations providing care for underserved or vulnerable communities and will fund 2 scholarships granted to medical and health professions students for the 2021 Compassion in Action Healthcare Conference.

Sponsorship Benefits:
• Access for 20 guests to join the virtual event
• Host a VIP pre-event gathering
• Logo placement during the event and on the screen during intermission
• Name recognition on invitation mailed to 7,000 individuals and organizations*
• Recognition in Schwartz Center e-newsletter, Touchpoints, sent to 30,000+ people*
• Name recognition on the electronic invitation sent to 30,000+ people*
• Name recognition in the program book and the 2020 Annual Report
• Logo and name recognition on Schwartz Center website and social media outlets

$10,000 – Benefactor
Program Impact:
A $10,000 sponsorship underwrites financial aid for annual healthcare memberships at 2 healthcare organizations providing care for underserved or vulnerable communities and will fund 1 scholarship granted to a medical and health professions student for the 2021 Compassion in Action Healthcare Conference.

Sponsorship Benefits:
• Access for 12 guests to join the virtual event
• 2 invitations to a VIP pre-event gathering
• Logo placement during the event and on the screen during intermission
• Name recognition on invitation mailed to 7,000 individuals and organizations*
• Recognition in Schwartz Center e-newsletter, Touchpoints, sent to 30,000+ people*
• Name recognition on the electronic invitation sent to 30,000+ people*
• Name recognition in the program book and the 2020 Annual Report
• Logo and name recognition on Schwartz Center website and social media outlets

$5,000 – Patron
Program Impact:
A $5,000 sponsorship underwrites financial aid for 1 annual healthcare membership at a healthcare organization providing care for underserved or vulnerable communities and will fund 2 scholarships granted to medical and health professions students for the 2021 Compassion in Action Healthcare Conference.

Sponsorship Benefits:
• Access for 10 guests to join the virtual event
• Listing on the dinner invitation and in the program book
• Name listing on the screen during intermission
• Name recognition on the electronic invitation sent to 30,000+ people*
• Name recognition in the program book and the 2020 Annual Report

*I think the Schwarz Center is the perfect antidote for this changing world of medicine because it reminds people that it’s really all about the patient-caregiver relationship.”

Katie Couric, Journalist, Best-Selling Author, and Cancer Advocate
2019 CORPORATE AND HEALTHCARE DINNER SUPPORTERS
Check out who was there last year...

National Business Members

Chairman Circle
CRICO
Massachusetts General Hospital

Executive Circle
Bank of America Merrill Lynch
Blue Cross Blue Shield of Massachusetts
Harvard Pilgrim Health Care
Mass General Brigham

Leader Circle
American Hospital Association
Benchmark Senior Living
Genesis HealthCare
MedPro Group
Tufts Health Plan

Supporter
Baystate Health
Beaumont Financial Partners
Boston Children’s Hospital
Boston Medical Center
HealthNet Plan
Boston Red Sox
Brigham and Women’s Hospital
Choate, Hall & Stewart LLP
Citibank
The Colony Group LLC
Commonwealth Care Alliance
Dana-Farber Cancer Institute
Dartmouth-Hitchcock Medical Center
Deloitte & Touche LLP
Epic Insurance Brokers
Finnegan, Henderson, Farabow, Garrett & Dunner
Foley Hoag
Foley & Lardner LLP
Freedman HealthCare
KPMG LLP
Liberty Mutual & Ironshore
Marsh USA
Massachusetts Medical Society
MassBio
McDermott Will & Emery LLP
MERGE Boston
Middleton & Company, Inc.
Murphy & Riley
Pierce & Mandell, PC
Rasky Partners, Inc.
Ropes & Gray LLP
Seyfarth Shaw LLP
Simplify Healthcare
South Shore Health System
State Street Corporation
Sunstein Kann Murphy & Timbers
Thermo Fisher
Tufts Medical Center
Tufts University

University of Massachusetts Medical School
Verrill Dana LLP
Wellforce
Wentworth-Douglass Hospital
WS Development Associates LLC & WS Asset Management, Inc.

Friend
Alliance Health and Human Services
AllWays Health Partners
Barrett & Singal, PC
Brigham and Women’s Hospital Dept. of Nursing & Patient Care
Cambridge Health Alliance
Edenbridge Health
Emerson Hospital
Main Line Health System
Martha’s Vineyard Hospital
MGH Department of Psychiatry
MGH Institute of Health Professions
MGH Nursing and Patient Care Services
Newton-Wellesley Hospital
St. Elizabeth’s Medical Center

NCCY Award Sponsors
American Diabetes Association
American Heart Association/American Stroke Association
Community Foundation of East Central Illinois
In honor of Gloria Valentini
Mann Family Foundation
National Hospice and Palliative Care Organization

Dinner Program Underwriter
CRICO

Founder
Greater New York Hospital Association
Massachusetts General Hospital

Champion
Mintz, Levin, Cohn, Ferris, Glovsky, and Popeo

Trustee
Beth Israel Lahey Health
The Connors Family Office

Benefactor
Boathouse Group, Inc.
Bristol-Myers Squibb
The Chartis Group
Coversys
CVS Health
Hill, Holliday, Connors, Cosmopulos, Inc.
Massachusetts General Hospital Cancer Center
McLean Hospital
The MENTOR Network
NTT Data, Inc.
PFM
Prime Bucholz
Vertex Pharmaceuticals

The Schwartz Center National Business Membership Program provides year-round benefits that include visibility, tickets for all events and speaking opportunities. For more information about becoming a Business Member or sponsoring the dinner, please contact Melissa Restivo at (617) 724-6795 or mrestivo@theschwartzcenter.org.
The Center reflects the vision of Ken Schwartz, a Boston healthcare attorney who died of lung cancer at age 40 and found that what mattered to him most was the compassionate care he received from his caregivers. Ken founded the Schwartz Center in 1995 – just days before his death – to ensure that all patients receive compassionate care.
It is my privilege to help honor the powerful legacy of my beloved former law partner, Ken Schwartz. The Schwartz Center amplifies his lessons by training and celebrating caregivers who relive suffering through their sincere and profound acts of humanity.

Ann-Ellen Hornidge, Esq.
Board Chair, Beth Israel Lahey Health

The Schwartz Center for Compassionate Healthcare is leading the movement to make compassionate healthcare a national priority.

HUNDREDS OF THOUSANDS OF CAREGIVERS
REACHED THROUGH OUR PROGRAMS EACH YEAR

HUNDREDS OF HEALTHCARE ORGANIZATION MEMBERS ACROSS THE US, CANADA, UK, IRELAND, AUSTRALIA AND NEW ZEALAND

WE WERE FOUNDED ON THE BELIEF THAT GREATER COMPASSION and more meaningful collaboration are fundamental to the kind of care clinicians want to deliver and patients want to receive, and foundational to transforming healthcare organizations. Relationships are at the core of all we do: we help caregivers connect with patients and with each other. We collaborate with stakeholders in all sectors of healthcare to advance policies and systems that support the patient-caregiver relationship.

Our annual dinner is the premier healthcare event in the region. Guests include CEOs and senior leaders from hospitals and health plans, as well as members of biotech, pharmaceutical and medical device industries. There is also a growing corporate presence, with leaders from financial services, construction, real estate and law.

Each year, we bring together the healthcare community to celebrate the extraordinary acts of compassion of the finalists and recipient of the National Compassionate Caregiver of the Year® Award. This year, however, is different. Caregivers everywhere are individually and universally making a profound difference through their unmatched dedication to compassionate, collaborative patient-centered care. It would be impossible to single out one individual or team for special recognition this year. Fittingly, we will Honor a Nation of Caregivers by telling the collective story of healthcare providers doing extraordinary work during the pandemic.

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