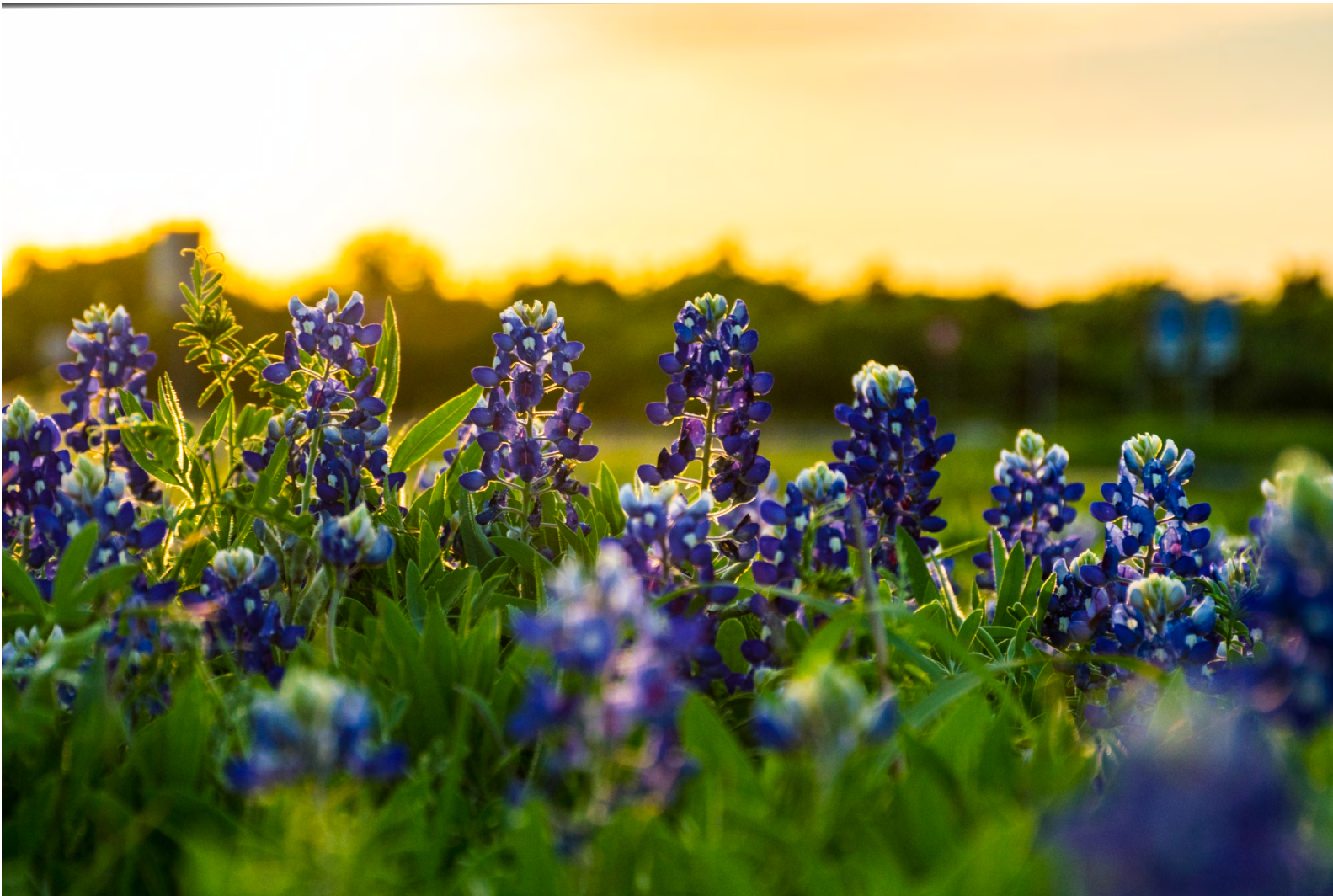




Texas Hospital Association Foundation
Patient Safety
Organization

2026 PROSPECTUS

QUALITY & PATIENT SAFETY SPONSORSHIP GUIDE
EVENTS, PROGRAMS AND PUBLICATIONS



The **Texas Hospital Association Foundation (THAF)**, through its **Quality & Patient Safety (QPS)** division, is dedicated to accelerating health care improvement across Texas by fostering collaboration and innovation. As the nonprofit arm of the Texas Hospital Association, THAF partners with hospitals and health systems statewide, providing a platform for administrators and staff to exchange best practices, access continuing education and implement practical solutions that advance quality and patient safety in every aspect of care.

By supporting these vital programs and events, sponsors play a pivotal role in shaping a safer, higher-quality future for patients across Texas while helping drive the ongoing improvement of hospital operations and performance.

These opportunities can be bundled into an annual **Corporate Program Package**, securing your spot for the event or publication and providing discounts when you bundle. Please check the items you are interested in, and our team will work with you to create a package to support your organization. **Exclusive/Executive Sponsor opportunities are on a first come first serve basis.**

Sponsorship Opportunities: Councils

- Executive Sponsor for the 2026 Hospital Physician Executives Constituency Group** | cost: \$ 5,000
- Executive Sponsor for the 2026 Quality and Patient Safety Council** | cost: \$ 5,000
- Sponsor both** for maximum impact | cost: \$ 8,500

Sponsors have the option to be an Executive sponsor for THA-Chartered councils, which are comprised of executive-level medical and quality leaders (CMO, VP Medical Affairs, EVP/CCO, CNO, VP Quality, VP/CCO, Quality Director). This year, we're offering new sponsorship opportunities that provide unparalleled visibility among Texas health care executives.



Key Events: Join us as we address the latest challenges and trends in healthcare, foster collaboration, and explore innovative solutions. Don't miss the chance to elevate your brand and engage with key decision-makers committed to enhancing patient safety and care quality across Texas.

2026 Events		
Fri, 2/20	QPS Business Meeting – Charter Review, Strategic Roadmap	Virtual
Fri, 2/20	HPE Business Meeting – 2026 Strategic Roadmap and Priorities	Virtual
Th-Fri, 5/28 - 5/29	Joint QPS/HPE – Networking Reception & Dinner Council Advocacy 101 – Bootcamp with Legislative Visits	TBD - Austin THA Headquarters / Capitol
Fri, 7/17	QPS Round Table	Virtual
Fri, 7/17	HPE Round Table	Virtual
Mon, 9/21	Joint QPS/HPE Networking Breakfast Joint Meeting (in conjunction with THA Conference)	Omni Forth Worth
Fri, 11/6	QPS Round Table	Virtual
Fri, 11/6	HPE Round Table	Virtual

Sponsorship benefits

- Gain prominent brand exposure as Executive Sponsors for the Councils during all in-person and virtual meetings, including brand exposure for electronic communications and social media mentions.
- Two (2) sponsor attendee registrations for in-person events, a small resource table outside the meeting room (no full-size exhibits), networking/lead generation access, brand exposure and social media/newsletter mentions.

Sponsorship Opportunities: Programs & Events

- ❑ **Program Sponsor for THA’s Patient Safety Organization** | COST: \$ 7,500
- ❑ **Program Sponsor for the Critical Access Hospital Quality Improvement Program** | COST: \$ 12,000

Sponsors have the unique opportunity to be a program sponsor for THA’s key quality programs. This includes prominent brand exposure and recognition at all in-person events (as detailed below) and virtual meetings (*some restrictions apply – see below*), ensuring ongoing visibility and engagement with influential health care leaders across Texas.



PATIENT SAFETY ORGANIZATION PROGRAMS & EVENTS:

The Texas Hospital Association Patient Safety Organization (THA-PSO) is certified and listed with the Agency for Healthcare Research and Quality (AHRQ) and actively supports member health care organizations in their efforts to improve health care quality and patient safety. The THA-PSO conducts activities designed to enhance the safety and quality of patient care while fostering a legally protected environment that ensures confidentiality and security. Membership in the THA-PSO includes a diverse range of health care organizations across Texas and neighboring states, including large health systems, small rural and Critical Access Hospitals, clinics and ambulatory care centers. THA-PSO events are open to all staff of member hospitals, including quality leaders, patient safety officers, risk managers, senior leadership, in-house attorneys, front-line leaders and clinical teams.



- ❑ **Annual PSO Spring Safety Summit**
April 30-May 1 at THA Headquarters in Austin

The annual Spring Safety Summit is a live, in-person, two-day event that brings together THA PSO members for collaborative learning, meaningful dialogue and networking focused on advancing patient safety. The event convenes key stakeholders to explore pressing challenges, share innovative approaches and strengthen cross-organizational collaboration. Participants will connect with peers, exchange ideas, gain practical insights through interactive panel discussions and develop actionable strategies to bring back to their organizations and teams.

Sponsorship benefits: Two (2) sponsor attendee registrations; 10-minute speaking opportunity on the agenda – separate from continuing education presentations; small resource table outside the meeting room (no full-size exhibits), networking/lead generation access, brand exposure and social media/newsletter mentions. | COST: \$ 2,000



□ PSO Virtual Safe Tables

Safe Tables are a cornerstone of the THA PSO program, providing a secure and confidential forum for organizations to engage in candid discussions about patient safety events. These sessions encourage transparency, sharing lessons learned and exchanging innovative ideas for improvement.

2026 Dates:

1. March 10 (Medication Management)
2. May 28
3. August 27
4. November 17

Sponsorship benefits: Brand exposure and social media/newsletter mention; brief sponsor related content looping prior to each webinar while participants are in the virtual waiting room. | cost: \$ 1,000



□ PSO Virtual Learning Forums

PSO Learning Forums are designed to promote continuous learning and foster innovation. Topics are driven by event data and member needs assessment and feedback. We collaborate with our partners across the THA family of companies, Press Ganey and our own PSO membership to bring in local and national patient safety subject matter experts to present and share their work.

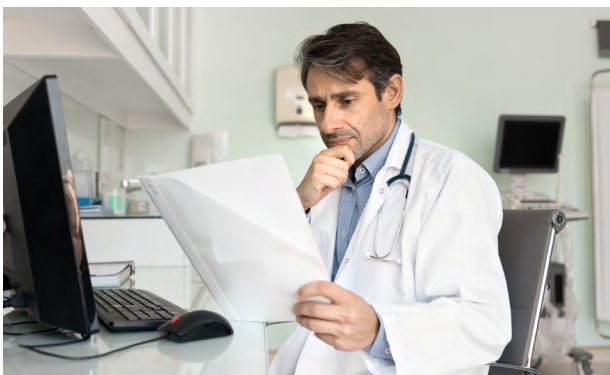
2026 Dates:

1. Jan. 20 (Empowering Safety Culture Through an Effective Patient Safety Evaluation System)
2. July 21
3. Oct. 20

Sponsorship benefits: Two (2) sponsor attendee registrations; Brand exposure and social media/newsletter mention; brief sponsor related content looping prior to each webinar while participants are in the virtual waiting room. | cost: \$1,000

□ PSO Virtual Legal Forums

The laws and regulations governing PSO operations, and the protection of Patient Safety Work Product (PSWP) are complex and nuanced. The PSO Legal Forums offer members dedicated opportunities to engage with the THA Legal team to discuss key legal considerations and examine real-world case studies that support the effective operation of PSO activities. When applicable, the THA Legal team also provides timely legislative updates and practical guidance on how emerging changes may impact hospitals.



2026 Dates:

1. June 30
2. Sept. 15

Sponsorship benefits: Two (2) sponsor attendee registrations; Brand exposure and social media/newsletter mention; brief sponsor related content looping prior to each webinar while participants are in the virtual waiting room. cost: \$1,000

CRITICAL ACCESS HOSPITAL QUALITY IMPROVEMENT PROGRAMS & EVENTS:

□ 2026 CAHQI Regional Bootcamps (*offered in-person twice*)

- April 15-17 at Peterson Regional Healthcare in Kerrville
- April 22-24 at Hendrick Hospice Care Center in Abilene

Join us for the 5th annual CAHQI Bootcamps, part of the Critical Access Hospital Quality Improvement (CAHQI) program under the Medicare Rural Hospital Flexibility grant. Our goal is data-driven process improvement in critical access hospitals to enhance patient safety by reducing medical errors and harm. This 2.5-day in-person training is designed for quality leaders, department directors, middle managers and clinical staff eager to advance quality improvement. Attendees will explore the latest Medicare Beneficiary Quality Improvement Project measures, identify improvement opportunities in Texas and discuss succession planning, social determinants of health, strategic planning and cross-functional team management.



Sponsorship benefits: Two (2) sponsor attendee registrations; 10-minute speaking opportunity on the agenda – separate from continuing education presentations; small resource table outside the meeting room (no full-size exhibits), networking/lead generation access, brand exposure and social media/newsletter mentions. | COST: \$2,000 PER WORKSHOP

□ Frontline Staff Documentation Workshop (*offered in-person twice*)

- Aug. 14 at THA Headquarters in Austin
- Dates TBD (2nd QTR 2026) at TBD in Panhandle Region

Join us for a one-day Frontline Staff Documentation Workshop with frontline nursing and clinical staff who are responsible for thorough and accurate documentation within the patient medical record. This session will cover the essential components of effective nursing documentation, how electronic health records (EHRs) have transformed documentation practices and the risks associated with “checking the box” rather than documenting meaningful clinical care. Participants will also explore the legal implications of insufficient, missing, or inaccurate documentation, as well as gain an overview of the legal process should a nurse be deposed or called to testify.

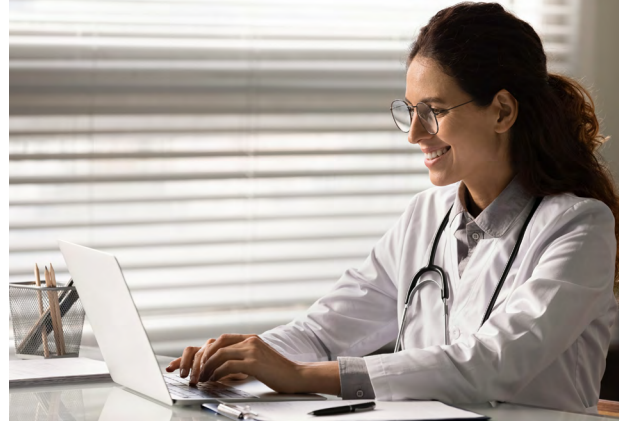
Sponsorship benefits: Two (2) sponsor attendee registrations; 10-minute speaking opportunity on the agenda – separate from continuing education presentations; small resource table outside the meeting room (no full-size exhibits), networking/lead generation access, brand exposure and social media/newsletter mentions. | COST: \$2,000 PER WORKSHOP



□ **Frontline Staff Virtual Learning Series** (3-part series)

- June 16, 23 and 30

Join us for a virtual learning series targeted to all frontline staff. Keeping patients and care providers safe through reduction in medical errors and patient harm events requires knowledge and action at all levels of the health care team. This series of three 1-hour virtual learning sessions will provide frontline staff with education and training on relevant topics such as quality improvement basics, impact of health care mistakes on patients and staff, trauma informed care and patient and family engagement. This virtual educational series is appropriate for department directors, middle managers, frontline nursing staff and ancillary department team members across the organization.



Sponsor benefits: Two (2) sponsor attendee registrations; brand exposure and social media/newsletter mentions, brief sponsor related content looping prior to each webinar while participants are in the virtual waiting room. | cost: \$1,000

□ **Policy and Procedure Virtual Learning Series** (3-part series)

- June 11, 19 and 25

Join us for this three-part virtual series focused on health care policies and procedures. Administrators, departmental leaders and mid-level managers play a crucial role in ensuring safe and consistent patient care through the development and implementation of effective policies and operational plans. Frontline staff also have a responsibility to understand and adhere to these policies. This educational series will provide in-depth training on the creation, implementation, vetting and adherence to best practices for hospital policies and procedures, including guidance on utilizing peer-reviewed sources. This series is designed for administrators, nursing leaders, department directors, mid-level managers and frontline staff interested in actively participating in the policy development and review process.

Sponsor benefits: Two (2) sponsor attendee registrations; brand exposure and social media/newsletter mentions, brief sponsor related content looping prior to each webinar while participants are in the virtual waiting room. | cost: \$1,000



☐ Chief Nursing Officer Workshop

- Aug. 6-7 at THA Headquarters in Austin

Many nurses step into the chief nursing officer (CNO) role with limited formal leadership preparation—especially in critical access and rural hospitals. This intensive two-day workshop equips current and emerging nurse executives to lead with confidence, clarity and impact.

Participants will learn to build high-performing teams, navigate workforce challenges, steward resources, engage in strategic planning, translate strategy into action and manage conflict constructively. Designed for current CNOs and nurse executives in rural and critical access settings, as well as emerging leaders identified through succession planning, this program provides practical, immediately applicable tools to strengthen nursing leadership and organizational performance.



Sponsorship benefits: Two (2) sponsor attendee registrations; 10-minute speaking opportunity on the agenda – separate from continuing education presentations; small resource table outside the meeting room (no full-size exhibits), networking/lead generation access, brand exposure and social media/newsletter mentions. | cost: \$3,500

Sponsorship Opportunities: Publications

☐ Quality Quarterly Newsletter – Digital Advertising

A premier sponsorship opportunity for your brand is our Quality Insights Newsletter, trusted by key nursing and quality leaders in hospitals across Texas. This quality-focused newsletter reaches the decision-makers who drive excellence in patient care, including chief physician executives, CNOs, chief quality officers, quality improvement and risk managers, patient safety officers, frontline nurses, chief infection control/specialists and more.



Showcase your educational article, white paper or webinar with a content ad or increase your brand awareness with a banner ad to a highly engaged audience of health care professionals who are passionate about elevating hospital standards, implementing best practices and driving positive clinical outcomes.

Sponsorship Opportunities:

- **Banner Ad:** A horizontal image or graphic (675px x 60px) placed in between content in the newsletter, typically with a click-through link. | cost: \$780 PER BANNER AD. LIMIT 2 PER PUBLICATION AND 4 ANNUALLY.
- **Content Ad:** Content section in the newsletter featuring educational content in 250 words or less with a click-through link. | cost: \$1,000 PER CONTENT AD. LIMIT 1 PER PUBLICATION AND 4 ANNUALLY.

2026 Advertising & Sponsor Contract

For sales inquiries, contact
Chris Felton at cfelton@tha.org

COMPANY INFORMATION & BILLING CONTACT

*Company: _____ Contact: _____

Address: _____ Contact Phone: _____

City/ST/Zip: _____ Contact Email: _____

Main Phone: _____ Fax: _____ *Website: **www.** _____

*List information EXACTLY as you wish it to appear in the advertising index, if one applies to the event/program chosen.

COUNCILS

QPS COUNCIL

Rate:	\$5,000 per
# per year:	One
Contract Total:	_____

HPE CONSTITUENCY

Rate:	\$5,000 per
# per year:	One
Contract Total:	_____

BOTH EVENTS

Rate:	\$8,500 per
# per year:	One
Contract Total:	_____

WHOLE PROGRAM

PSO PROGRAM SPONSOR

Rate:	\$7,500
# per year:	Exclusive Sponsor
Contract Total:	_____

CAHQI PROGRAM SPONSOR

Rate:	\$12,000
# per year:	Exclusive Sponsor
Contract Total:	_____

PSO

PSO SPRING SUMMIT

Rate:	\$2,000 per
# per year:	One
Contract Total:	_____

(VIRTUAL) PSO SAFE TABLES

Rate:	\$1,000 in total
# per year:	Four
Contract Total:	_____

(VIRTUAL) PSO LEARNING FORUMS

Rate:	\$1,000 in total
# per year:	Two
Contract Total:	_____

(VIRTUAL) PSO LEGAL FORUMS

Rate:	\$1,000 in total
# per year:	Three
Contract Total:	_____

CAHQI

CAHQI REGIONAL BOOTCAMPS

Rate:	\$2,000 per
# per year:	Two
Contract Total:	_____

FRONTLINE STAFF WORKSHOP

Rate:	\$3,500 in total
# per year:	Two
Contract Total:	_____

(VIRTUAL) FRONTLINE STAFF WORKSHOP

Rate:	\$8,500 per
# per year:	One
Contract Total:	_____

CAHQI

(VIRTUAL) POLICY AND PROCEDURE LEARNING SERIES

Rate:	\$1,000 in total
# per year:	Three
Contract Total:	_____

CHIEF NURSING OFFICER WORKSHOP

Rate:	\$3,500 in total
# per year:	One
Contract Total:	_____

PUBLICATIONS

QUALITY QUARTERLY NEWSLETTER – DIGITAL ADVERTISING

<input type="checkbox"/> Banner Ad Rate:	\$780 per ad / 2 per publication
<input type="checkbox"/> Content Ad Rate:	\$1,000 per ad / 1 per publication
Frequency	4 annually
Contract Total:	_____

CONTRACT GRAND TOTAL: _____

Execution of this Advertising Contract / Sponsor contract signifies assumption of legal responsibility to pay for all advertising/sponsor choices.

*The Texas Hospital Association will invoice your company for the amounts above. Your company agrees to pay within 30 days of invoice.

Cash Discount Available: Take 4% off total if paying by check or ACH.

PAYMENT

Remit payment by ACH:
Texas Hospital Association
Account No. **NEW:** 592313707
ACH or Transit Routing # **NEW:** 114000093

IF PAYING BY CHECK, SEND PAYMENT

AND COPY OF CONTRACT TO:
Texas Hospital Association
Attn: Robin Jackson
NEW: PO Box 2756, San Antonio, TX 78299

COMPANY REPRESENTATIVE

Name: _____
Title: _____
Signature: _____
Date: _____