



**PROTECTED HEALTH  
INFORMATION (PHI) PROJECT  
SPONSORSHIP OPPORTUNITY**  
(updated July 12, 2011)

The American National Standards Institute (ANSI), via its [Identity Theft Prevention and Identity Management Standards Panel \(IDSP\)](#), in partnership with the [Shared Assessments Program](#) and its Healthcare Working Group, and the [Internet Security Alliance](#), has launched a new project on the financial impact of unauthorized access to protected health information (PHI).

The project will identify risk levels, standards, guidelines, and best practices that organizations holding PHI can use to help them make investment decisions to protect PHI as well as risk of harm assessments needed to comply with data breach notification requirements.

The project will culminate in the publication of a report that presents the consensus-based findings and recommendations.

Major sponsors are being sought to help underwrite the costs of this initiative and to help promote the work product.

#### **WHAT ARE THE BENEFITS OF SPONSORSHIP?**

- Identify your organization as a leader committed to providing data security / identity theft protection solutions, and creating a culture of awareness that guides policy, process and decision-making.
- Exposure to a broad network of potential business partners and customers, from companies offering risk management and information security services, to data custodians and government agencies with a stake in fraud prevention.
- Strategic positioning and name recognition in formulating best practices via association with an established cross-sector initiative that is developing strategies to help reduce identity crime.
- Opportunity to promote your business and generate interest in your products and services.

#### **WHAT OPPORTUNITIES ARE AVAILABLE?**

- Premium Sponsor. Exclusive recognition of your company. Includes recognition and advertising on ANSI web properties, the Shared Assessments Website, marketing pieces, published materials and at related events. Additional details attached.
- Partner Sponsor. Additional details attached.

#### **INTERESTED IN SPONSORSHIP?**

- Contact Jim McCabe, Senior Director, Standards Facilitation, ANSI (212-642-8921; [jmccabe@ansi.org](mailto:jmccabe@ansi.org)) or Joyce Crawshaw, Client Relations Manager, The Santa Fe Group (505-466-6434; [joyce@santa-fe-group.com](mailto:joyce@santa-fe-group.com))



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**PREMIUM SPONSOR – \$25,000 contribution (exclusive—only 2 available)** [These two slots have been secured.]

- Representative of your company on the project's advisory committee.
- Brief profile of your company in the publication (prominent placement).
- Testimonial by your company's representative in the publication (prominent placement).
- Prominent logo placement in the publication and marketing flyer.
- Named recognition in all press releases.
- Access to contacts who downloaded publication from ANSI's webstore or the Shared Assessments website and opted in to allow sharing of their contact information with third parties.
- Opportunity to distribute/promote the publication from your company's website via link to ANSI webstore and/or the Shared Assessments website.
- Opportunity to distribute/promote (link to) your company's relevant white papers, webcasts, podcasts from ANSI's webstore for one year.
- Logo recognition on IDSP webpage and Shared Assessments website with link to your company's website.
- Rotating banner ad on ANSI webstore for one year from release of publication.
- Remarks by your company's representative in day-of-publication release event at the National Press Club.
- Remarks by your company's representative at Congressional staff briefing on Capitol Hill. Recognition as a sponsor plus exhibiting privileges.
- Opportunity for your company's representative to introduce a key government official on the public policy implications of data breaches at an upcoming ANSI caucus luncheon. The ANSI caucus is an informal group that meets once a month at the National Press Club for networking/lunch to discuss public policy issues of common concern to the standardization community.
- Complimentary registration to the Annual Shared Assessments Summit for opportunity to contribute your company's opinion, experience, and positioning to the dialog.

**PARTNER SPONSOR – \$5,000 contribution** [Available]

- Representative of your company on the project's advisory committee.
- Logo recognition in the publication and marketing flyer.
- Named recognition in all press releases
- Logo recognition on IDSP webpage and Shared Assessments website with link to your company's website
- Rotating banner ad on ANSI webstore for one year from release of publication

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