

care

A seat at the table where the field is being built.

WHAT THIS IS

The independent voice the field has been missing.

value-basedcare.org is an independent .org built around the conviction that the transition to value-based care is the most consequential transformation in American healthcare — and that it requires a neutral, credible forum where the ideas, frameworks, and evidence that matter most can be developed and shared without a vendor agenda.

The site publishes original thought leadership across the full landscape of VBC: population health, enterprise imaging, health information exchange, AI adoption, payment model design, and the provider-payer relationships that make or break these initiatives. It serves both sides of the bridge — healthcare providers navigating transformation, and the AI and technology companies trying to earn their trust.

The .org structure is intentional. This is a convening organization — a forum, not a consultancy. Founding Sponsors are organizations that share the conviction that this conversation matters and want to be part of shaping it.

WHY IT MATTERS NOW

The market context is real and the timing is right.

\$4T

Total U.S. healthcare market — the largest reallocation of economic incentives in modern history

60%+

Medicare beneficiaries now in value-based care arrangements — the tipping point has passed

\$20B+

Invested in health AI in 2024 alone — most of it unable to cross the clinical trust gap

55%

Of U.S. acute care EHR market controlled by Epic — making interoperability a live, urgent issue

THE AUDIENCE

The decision-makers who determine whether transformation succeeds.

Health System Leadership	AI & Health Tech Companies	Enterprise Imaging Leaders	Payers & Managed Care
CFOs, CIOs, CMOs and VBC strategy leaders at IDNs, ACOs, and regional health systems	Founders, GTM leaders, and clinical affairs teams trying to earn provider trust and deploy responsibly	Radiology, cardiology, and imaging IT leaders navigating PACS modernization and AI readiness	Medical directors and strategy leaders at payers building value-based contract portfolios

SPONSORSHIP TIERS

Three levels of participation. A limited number of founding seats.

Founding Sponsors are organizations that join before the public launch — helping to shape the conversation from the beginning. Sponsorship is not advertising. It is association with a neutral, credible forum — and the access, visibility, and relationship value that comes with it.

Founding Partner

6 SEATS AVAILABLE

Investment: By conversation

- Named Founding Partner recognition — site header and all communications
- Seat in the private Founding Partner advisory forum (quarterly)
- Early access to all research, frameworks, and content prior to publication
- One featured thought leadership placement per year (editorial standards apply)
- Direct relationship with editorial leadership
- Logo and link in dedicated Founding Partner section
- Priority consideration for consulting and SME network engagements

Supporting Sponsor

12 SEATS AVAILABLE

Investment: By conversation

- Supporting Sponsor recognition on site sponsor page
- Early access to published content and research
- Invitation to annual virtual briefing with editorial leadership
- Logo and link in sponsor directory
- Consideration for consulting and SME network engagements

Community Partner

OPEN ENROLLMENT

Investment: By conversation

- Community Partner recognition on site sponsor page
- Logo and link in sponsor directory
- Access to published content and frameworks

THE EDITORIAL COMMITMENT

Sponsorship does not buy editorial influence. That is by design.

The value of association with value-basedcare.org depends entirely on its credibility as an independent voice. Sponsors are recognized for their commitment to the field — not positioned as partners in content creation or given approval rights over editorial output.

Sponsors receive

- Logo and named recognition
- Access to content and research
- Proximity to the conversation
- Relationship with editorial leadership
- Association with independent thought leadership

Sponsors do not receive

- Editorial approval or veto rights
- Guaranteed product coverage
- Influence over analytical conclusions
- Access to audience contact information
- Exclusivity in their category

NEXT STEP

This is a conversation, not a form.

Founding Sponsor seats are limited and will be offered to organizations whose participation genuinely strengthens the forum. If this prospectus resonates, the right next step is a conversation — about the fit, the tier, the timing, and what participation would look like for your organization specifically.

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Site

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