

INQ 01-46

Walker, Ardyth (COE)

From: Walker, Ardyth (COE)
Sent: Friday, November 16, 2001 9:42 AM
To: Rey, Marylin (Mayor's Office)
Subject: Health Care Initiative

Per your request, I reviewed the solicitation documents for the Mayor's Health Care Initiative Forum. Ira Clarke and James James may solicit sponsors for the event because it is official county business. The Conflict of Interest and Code of Ethics ordinance permits covered personnel to solicit funds on behalf of the county in conducting its official business. If you have any further questions, you may contact me at 350-0616.

The Honorable Alex Penelas

**Office of the Mayor
Miami-Dade County**

Fax transmission

To: Ardyth Walker (COE) **From:** Marilyn Rey
Fax: 305 579-2856 **Pages:** 9
Phone: 305 350-0816 **Date:** 11/16/01
Re: See attached **CC:** Edith Humes-Newbold

Urgent For Review Please Comment Please Reply Please Recycle

Dear Ms. Walker:

We are looking at a \$45,000 budget for this Event. Public and private entities will be attending the Event and will work towards creating a plan that will ensure better health care access for 450,000 uninsured residents of our community. The sponsorship funds will only be used to fund the Event.

The question that Gerald Sanchez had was:

Is having Mr. Ira Clark, President of the Public Health Trust, as one of the individuals soliciting sponsorship funds (see attached letter) a conflict of interest under the Conflict of Interest and Code of Ethics Ordinance Section (e) ?

If you have any questions, please call me at 305 375-5816. Thank you.

Marilyn

Stephen P. Clark Government Center

111 N.W. 1st Street, Suite 2910

Miami, FL 33128-1449

PHONE: (305) 375-5071 FAX: (305) 375-6039

Draft

Dear

Mayor Alex Penelas and our community health care leaders are planning the Mayor's Health Care Initiative Forum scheduled for February 15, 2002 at the Miami-Dade Community College Chapman Center. Our goal is to improve the health care access to residents of Miami-Dade County.

Over the past decade, there have been major strides in improving our health care delivery system. These positive changes have been the result of the committed efforts of the many excellent institutions, agencies, organizations and individuals providing health care services to the residents of our county. These efforts need to be applauded as they give great hope for an even better future. However, we still have many challenges to address, the most important of which is the more than 450,000 residents in our community who lack resources to access health care.

This all day community Event will be a collaboration of governmental and private partnerships to create public awareness of new and existing programs. We will also re-examine the many complex issues related to health care access and begin to develop solutions to ensure that residents of Miami-Dade County have access to quality, convenient, and affordable health care coverage.

We have volunteered to raise funds in support of this vital initiative. The purpose of our letter is to solicit corporate donations to cover the expenses related to the Event.

We believe that NAME OF COMPANY HERE should be listed as a major corporate sponsor. Attached is the package of sponsorship recognition categories. Please give us your most favorable consideration and mark your calendar for February 15, 2002. One of us will be calling you in the near future to discuss your commitment of support.

Sincerely,

Linda Quick
Title
South Florida
Hospital and Health
Care Association

Ira Clark
President
Public Health Trust

Dr. Pedro Greer
Title
Name of Company

Dr. James James
Director
Miami-Dade Health
Department

cc: Mayor Alex Penelas, Miami-Dade County

MAYOR'S HEALTH CARE INITIATIVE:

Creating a Blueprint for Health Care Access

BACKGROUND

Miami-Dade County faces the challenge of creating quality, convenient, accessible and affordable health care to more than 450,000 of its uninsured residents. In order to draw upon the strength of our community's diversity to meet this significant challenge, Mayor Alex Penelas will assemble public entities, private sector businesses and private citizens with a common purpose to address the health care concerns of this community and to recommend innovative health care projects and potential funding sources to a future appointed Health Care Access Task Force. The Task Force will be charged with providing oversight and assisting in the implementation of the recommendations developed by the participants of this Event. Furthermore, it will investigate the availability of funds to ensure successful implementation of recommended programs and plans of action. In collaboration with government and private partnership, this Health Care Initiative will create public awareness of new and existing programs and identify and develop solutions and recommendations for the many complex issues related to health care access. The Mayor's Health Care Initiative, scheduled for February 28, 2002, will provide a forum to create a blueprint for our community and for the future of Miami-Dade County's Health Care.

INITIATIVE OVERVIEW

The participants of the Mayor's Health Care Initiative Forum will be asked to develop a clear set of priorities for health care access to the uninsured residents of Miami-Dade County. The participants will review the existing programs as well as best practices. At the end of the day, the different Breakout Sessions will present the recommendations and a plan of action to be considered.

The participants will attend one of the Concurrent Breakout Sessions that will focus on these major agenda items:

- 1) Immigrants
- 2) Pregnant Women, Children, and Families
- 3) Elderly and Disabled
- 4) Uninsured Adults / Working Poor



MAYOR'S HEALTH CARE INITIATIVE FORUM:

Creating a Blueprint for Health Care Access

Miami-Dade County Mayor Alex Penelas

February 15, 2002

**Miami-Dade Community College Chapman Center
300 N.E. Second Avenue
Building 3 – Room 3210
Miami, Florida 33132**

SPONSORSHIP OPPORTUNITIES

Senior Advisors

Miami-Dade County Health Department, Alliance for Human Services, Welfare to Work Partnership Miami BlizLink, Health Foundation of South Florida, Health Services Administration, Office of Senator Bob Graham, Jackson Health Systems, Miami-Dade Community College Medical Campus, Healthy Start Coalition of Miami-Dade, Public Health Trust, AHCA/Medicaid, Children Medical Services, Community Voices Miami, Children's Hospital, The Early Childhood Initiative Foundation, Strategic Partners Consulting, Dade County Health Policy Authority, Human Services Coalition of Dade County, Miami-Dade County Office of the Manager, St. Thomas University, State of Florida Department of Children and Families, Health Services Network, Inc. Florida International University, South Florida Hospital and Health Care Association, Health Council of South Florida, Miami-Dade County Department of Human Services, Dade County Public Schools and Miami-Dade County Office of the Mayor Alex Penelas

MAYOR'S HEALTH CARE INITIATIVE:

Creating a Blueprint for Health Care Access

Sponsorship Level

Bronze Sponsor.....\$3,000
Exposure:

Reach a broad cross-section of the community's population including public entities, private sector businesses and interested citizens. Bronze Sponsors will have most prominent exposure through name recognition or logo on:

- Health Care Initiative Forum in the County's Website
- Event's Program and written materials that will be distributed to all participants,
- Certificates of Appreciation for delegates that will be mailed following the event with a summary of the goals and strategies.

Initiative "Bronze Sponsor" Package for 3 Delegates:
Registration: Admittance to the day-long event.

Sponsorship Level

Participant Sponsor..... \$1,000
Exposure:

Participant Sponsors will have most prominent exposure through name recognition on

- Health Care Initiative Forum in the County's Website
- Event's Program and written materials that will be distributed to all participants,
- Certificates of Appreciation for delegates that will be mailed following the event with a summary of the goals and strategies.

Initiative "Participant Sponsor" Package for 2 Delegates:
Registration: Admittance to the day-long event.

MAYOR'S HEALTH CARE INITIATIVE: *Creating a Blueprint for Health Care Access*

Sponsorship Level

In Kind Sponsor

Exposure:

In Kind Sponsors will have most prominent exposure through name recognition on:

Health Care Initiative Forum in the County's Website
Event's Program and written materials that will be distributed to all participants,
Certificates of Appreciation for delegates that will be mailed following the event with a summary of the goals and strategies.

Initiative "In Kind Sponsor" Package for 1 Delegates:

Registration: Admittance to the day-long event.

MAYOR'S HEALTH CARE INITIATIVE:

Creating a Blueprint for Health Care Access

Sponsorship Level

Gold Sponsor..... \$7,000
Exposure:

Reach a broad cross-section of the community's population including public entities, private sector businesses and interested citizens. Gold Sponsors will have most prominent exposure through name recognition or logo on:

- Invitations and brochures mailed to individual members of community and to organizations including chambers, associations, partnerships, Boards, etc.
- Health Care Initiative Forum in the County's Website
- Event's Program and written materials that will be distributed to all participants,
- Certificates of Appreciation for delegates that will be mailed following the event with a summary of the goals and strategies.

Initiative "Gold Sponsor" Package for 10 Delegates:

- Registration: Admittance to the day-long event.
- VIP Seating: Reserved seating in a priority location at the General Session and during the Keynote Speech.

Facilitator Opportunity:

Participation by a senior executive as a facilitator in a Breakout Session.

Sponsorship Level

Silver Sponsor..... \$5,000
Exposure:

Reach a broad cross-section of the community's population including public entities, private sector businesses and interested citizens. Silver Sponsors will have most prominent exposure through name recognition or logo on:

- Health Care Initiative Forum in the County's Website
- Event's Program and written materials that will be distributed to all participants,
- Certificates of Appreciation for delegates that will be mailed following the event with a summary of the goals and strategies.

Initiative "Silver Sponsor" Package for 6 Delegates:

- Registration: Admittance to the day-long event.

Facilitator Opportunity:

Participation by a senior executive as a facilitator in a Breakout Session.

MAYOR'S HEALTH CARE INITIATIVE: *Creating a Blueprint for Health Care Access*

We are seeking a select group of organizational and corporate underwriters who will become sponsors of this milestone event. The following is a list of critical benefits that will maximize your investment in this "first-of-its-kind" event in Miami-Dade County.

Sponsorship Level

Titanium Sponsor..... \$10,000
Maximum exposure:

Reach a broad cross-section of the community's population including public entities, private sector businesses and interested citizens. Titanium Sponsors will have most prominent exposure through name recognition and logo on:

Invitations and brochures mailed to individual members of community and organizations including chambers, associations, partnerships, Boards, etc.

Event's Program and written materials that will be distributed to all participants,

Media advertising announcing the Initiative Forum (The Miami Herald, El Nuevo Herald,

Health Care Initiative Forum in the County's Website

All media releases issued to the local, national and international press.

Sponsor signage that will appear throughout the event:

Registration/Breakfast, Lunch, Keynote Presentation and Breakout Sessions.

Certificates of Appreciation for delegates that will be mailed following the event with a summary of the goals and strategies.

Name of company mentioned by the Mayor in his speech.

Initiative "Titanium Sponsor" Package for 20 Delegates:

Registration: Admittance to the day long event.

VIP Seating: Reserved seating in a priority location at the General Session and during the Keynote Speech.

Facilitator Opportunity:

Participation by a senior executive as a facilitator in a Breakout Session.

MAYOR'S HEALTH CARE INITIATIVE:

Creating a Blueprint for Health Care Access

The Initiative Forum will consist of a full day of meetings and strategy sessions:

- 8:00 A.M. Registration and Continental Breakfast
- 8:30 A.M. Overview of Program and Introduction of Morning Key Speaker
- 9:15 A.M. Panel Presentations - Review of the facts and data to be discussed in the breakout. Topics:
1. Immigrants
 2. Pregnant Women, Children, and Families
 3. Elderly and Disabled
 4. Uninsured Adults / Working Poor
- 10:15 A.M. Break
- 10:30 A.M. Presentation "Showcase Best Practices"
- 11:10 A.M. Brief Session for Questions and Answers
MC with some of the panelists from the last 2 sessions
- 11:45 A.M. Future Direction / Community Mapping
- 12:30 P.M. Lunch
MC - Mayor Alex Penelas as the Keynote speaker
- 1:45 P.M. Four Breakout Groups
- 2:45 P.M. Break
- 3:15 P.M. Presentation of Outcome from Four Breakout Groups
- 4:30 P.M. Ranking of Outcome Priorities and Legislative Responses
- 5:00 P.M. Adjourned