



**THE EMPLOYER COALITION  
OF LOUISIANA**

# **2026 ANNUAL SPRING FORUM**

MONDAY, APRIL 27, NEW ORLEANS

**SPONSORSHIP PROSPECTUS**

Questions? Reach out to Natalie Czekai ([nczekai@ro3.com](mailto:nczekai@ro3.com))

# ABOUT US



## Our Purpose

The Employer Coalition of Louisiana exists to increase the value of healthcare across Louisiana by amplifying the voice of employers, and advocating for lower costs along with improved safety, quality, and consumer experience.

## Our Purpose

- No single employer can solve the healthcare affordability crisis alone. Collective, unified employer action is necessary.
- Transparency + quality measurement = better value. Making cost and quality data available levels the playing field and helps employers steer toward high-value care.
- Evidence-based, data-driven decision-making leads to better outcomes. Empowering employers and consumers with unbiased data helps them make informed healthcare-purchasing decisions.
- Collaboration across stakeholders is critical. Hospital systems, health plans, providers, employers, consultants – all must work together to reform healthcare value

## Our Role

As a multi-stakeholder collaborative, we convene the organizations shaping healthcare value across Louisiana, including:

- Employers & Purchasers
- Health Systems & Provider Groups
- Health Plans
- Solution Vendors

## Our Members

We are proud to serve 30+ members across the state.

To view a full list of our members, visit [our website here](#).

# VALUE OF SPONSORSHIP



## Why Sponsor ?

As statewide conversations around value-based care, benefits innovation, and employer leadership continue to accelerate, our inaugural Annual Forum will serve as the convening point where bold ideas and practical solutions meet. Your sponsorship amplifies your brand, strengthens your relationships, and positions your organization as a trusted partner in Louisiana's healthcare transformation.

### BRAND VISIBILITY

Showcase your organization to employers, plans, providers, and innovators across Louisiana through digital and event recognition.

### NETWORKING

Engage directly with the leaders across the state who are shaping benefits, care partnerships, and affordability strategies.

### COMMUNITY IMPACT

Your support strengthens employer education and helps improve healthcare affordability and outcomes for Louisianans.

### THOUGHT LEADERSHIP

Position your organization as a trusted voice in employer-led healthcare transformation.

# SPONSORSHIP LEVELS

		Champion**	Patron	Supporter
		\$4,000	\$2,500	\$1,000
Pre-Event	Website Presence	✓	✓	✓
	Social Media Recognition	✓	✓	✓
	Logo in Our Newsletter	✓	✓	✓
	Email Promotion Mentions	✓	✓	—
Meeting Day	Podium Recognition	✓	—	—
	Exhibit Booth	✓	—	—
	Premier Placement on Printed Materials	✓	✓	✓
	Premier Placement in Event e-Binder	✓	—	—
	Number of Included Registrations	4	3	2
Post-Event	Newsletter Recognition	✓	✓	✓
	Registrant List	✓	—	—

*\*\* Champion-level sponsors interested in moderating or participating on a panel session will be strongly considered. Additional attendee-facing opportunities for Champion sponsors may include meal sponsorship, lanyard sponsorship or wi-fi sponsorship.*

# SAMPLE AGENDA



**Value Forward: Advancing Quality, Access & Affordability in Healthcare**  
**Planned for Monday, April 27 • Audubon Tea Room • New Orleans, LA**

**9:00 – 9:30 AM | Registration & Networking Breakfast**

**9:30 – 9:40 AM | Welcome & Opening Remarks**

**9:45 – 10:15 AM | Opening Fireside Chat: Louisiana’s Healthcare Reality – The Stakes for Employers**

A grounding conversation on Louisiana’s rising costs, quality challenges, equity gaps, and policy dynamics—and why employers must act strategically.

**10:15 – 11:00 AM | Targeting the Cost Drivers: Uncovering Your High-Cost Claims**

A breakdown of what’s driving employer spend, emerging trends in high-cost cases, and strategies for early identification, navigation, and coordinated care management.

**11:00 AM – 11:20 AM | Networking Break & Exhibitor Hall**

**11:20 AM – 12:00 PM | Specialty Pharmacy: Managing the Fastest-Growing Piece of the Healthcare Dollar**

Real-world strategies to manage specialty drug spending while protecting patient access and ensuring clinical quality.

**12:00 – 12:30 PM | Lunch & Networking**

**12:30 – 1:10 PM | Stopping Cancer in Its Tracks: Prevention, Treatment & Workplace Support**

How employers can support prevention, early detection, coordinated oncology care, productivity, and cost management.

**1:10 – 1:50 PM | Tackling Obesity in Louisiana: GLP-1s & Employer Strategies for Workforce Health**

Explore clinical and financial realities of obesity—and the role of GLP-1 therapies and workplace interventions in improving health and value.

**1:50 – 2:00 PM | Closing Remarks & Door Prizes**

*Champion sponsors will also have the opportunity to speak on a panel aligned with their area of expertise.*



2026

Thank you for considering  
sponsorship of our inaugural

# 2026 Annual Spring Forum

Ready to confirm your  
sponsorship? Please reach out to  
Natalie Czekai (nczekai@ro3.com)



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more about our  
upcoming events!

