



2019 HEALTHCARE CONFERENCE

Session & Kiosk Request Regulations & Procedures

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ABOUT HEALTHCARE CONFERENCE SESSIONS & SOLUTION CENTER KIOSKS

SESSIONS

For over 30 years, sessions have been an integral part of the Healthcare Conference offering. We provide thought leadership and user sessions to our clients with the goal of increasing product and solution awareness, improving industry knowledge, and providing relevant, thought-provoking content.

THE SOLUTION CENTER

Given the increasing demand for demonstrations and one-on-one conversations regarding our products and solutions, the Solution Center launched in 2013 with over 50 kiosks to start. The Solution Center is utilized as a showcase for Cognizant's solutions, and a hub for networking, entertainment, and food and beverage.

REQUEST PROCESS OVERVIEW

All Solution Center kiosks will be requested by your BU leader through a formal request process. During this process, taking place from January to March, your BU leader will be proposing the kiosks needed by your area, and they will be reviewed by two groups of leaders. When approved, the planning process for

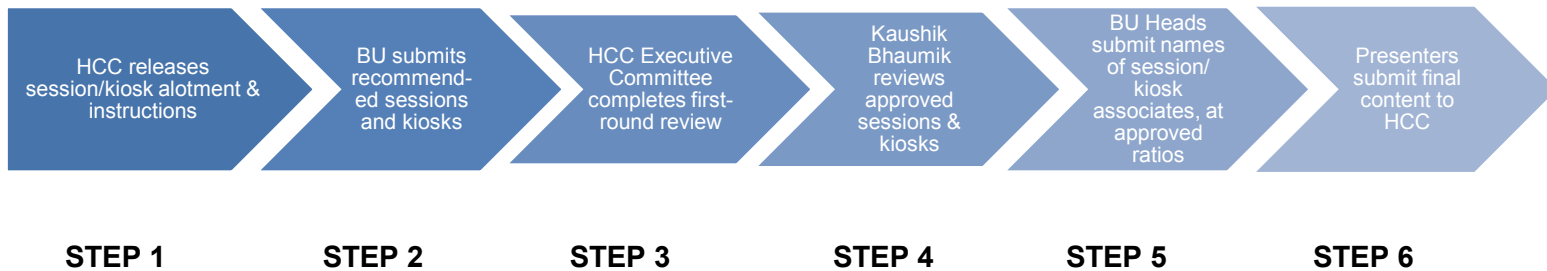
QUESTIONS? Call 908-581-9631 or email Sheryl.Hardy@Cognizant.com

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your kiosks will begin, and your BU leader will have the opportunity to reach out to the responsible product or service areas to assess your technology and staffing needs.

It is solely through this process that sessions and Solution Center kiosks will be considered. Refer to your BU head if you have any questions or concerns.

PROCESS



Session & Kiosk Allotment

In an effort to deliver a quality program with only the most relevant and innovative content, your BU will be allotted a non-negotiable quantity of sessions and kiosks. Limiting the number of sessions and kiosks to the prescribed amount will ensure that the Healthcare Conference is delivered in the most professional and economical way, *with Cognizant's growth priorities in mind*.

The allotments for sessions and kiosks have been determined through a rigorous process of evaluation of organizational commitments, innovations and prior years' performance.

Your BU's session and kiosk engagement has been measured over a number of years. Session registration and cancellation are considered when evaluating session performance. Kiosk interactions have been recorded through lead scanners and warm and hot leads have been identified by kiosk participants for follow-up. Kiosks with low recorded engagement with clients are considered poor performers in the Solution Center and have been marked for consideration. When planning for your sessions and kiosks, the BU must consider these factors, and enforce the rules outlined by the HCC planning team.

Requesting Additional Sessions or Kiosks

Your BU head must submit a written request for additional sessions or kiosks if they are needed. A business case must be made for this adjustment to the pre-determined quantity and staffing, because this request has budgetary implications that must be considered.

SESSION & KIOSK STAFFING

It is the BU head's responsibility to properly distribute staffing over the number of sessions they are allotted. In step one of the process outlined above, the BU head will receive their allotment. It is not until Step 5 in the graphic above when the BU head must identify the specific individuals responsible for staffing each area. It is recommended that in order to maintain their staffing allotment, the BU head allocates staff to cover both sessions and kiosks. **Recommended staffing ratios are as follows:**

- 1 FTE per every 2.5 sessions
- 1 FTE per every 1 kiosk

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SOLUTION CENTER LEAD GENERATION

The Healthcare Conference's priority is to provide lead opportunities to our sales teams, which drive revenue for the organization. The Solution Center offers an ideal environment for associates to interact with clients.

HCC offers Solution Center participants lead retrieval app licenses with **AtEvent** to capture attendee contact information and make notes on the interactions that took place with these clients. Associates who use lead retrieval will be able to pull these reports daily and follow up immediately with requests for meetings or more information. The HCC planning team will be monitoring activity onsite to ensure all Solution Center participants are utilizing their resources to the fullest extent.

In addition to providing lead retrieval licenses, HCC also organizes activities to help drive traffic to the Solution Center. These activities include meals, networking events like the opening reception, and raffles and giveaways. **The Digital Connection** lead generation program incentivizes client attendees to participate in various activities around the conference, including interaction with our kiosks. By participating in activities, the attendee accumulates points which could then be redeemed for prizes, ranging in value from \$1-\$500.

How will clients know about The Digital Connection? The Digital Connection is promoted pre-conference by challenging attendees earn points by registering for sessions. The program is promoted during the conference with signage, staff shirts, buttons, mobile app alerts, and Solution Center staff.

BILL BACKS

A bill back is a practice that happens amongst different business units across the Healthcare and Life Sciences verticals within Cognizant. When one business unit covers the cost of another business unit's products or services used, the first business unit requests a transfer of the expense to the second business unit's budget. The process is facilitated by Cognizant's accounts payable. When a department manager receives their monthly report, they can view bill backs that have occurred.

SOLUTION CENTER

All Solution Center kiosks are billed back.

The Solution Center is a very complex area of interest for Cognizant's clients. It is the core of our conference activity, including meals, entertainment, networking and demonstrations. Each year the Solution Center is custom built to fit Cognizant's product and service offerings, and is a very costly investment to Cognizant. There is no flat rate for kiosks—every year is different due to increasing cost of materials and services.

For a cost estimate for your kiosk, please see the [HCC Budget Planning Workbook](#). This estimate is not final and may change after the final conference bill is received.

Included in the standard Solution Center bill back package

These items are included with all kiosks. The estimated cost of the kiosk includes all of these items or services:

- Kiosk structure
- Monitor
- Custom graphics
- Furnishings

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- Electricity
- Lighting
- Wiring for internet
- Labor & set up
- Laptop
- Mouse
- Software and demonstration installations
- IT support
- Lead retrieval device

Additional billed back expenses

These are the items that are not included in the overall expense for each kiosk. If requested during the kiosk request process mentioned above, these items will be billed back separately:

- Giveaways/raffle items
- Extra hardware

SESSIONS

Items not billed back

Sessions are included in the Healthcare Conference budget and are not billed back to your BU. A standard AV package is included with all session presentations, including a laptop, clicker for PowerPoint navigation, projector and internet.

Items billed back

There are additional items that some presenters choose to utilize for their sessions. These items are billed back to the authorizing BU. Examples include:

- Giveaways
- Polycom system
- Hired speakers (speakers not employed by Cognizant, whom require a fee for their services)

COST ESTIMATES

Cost estimates for all bill back items are provided in the [HCC Budget Planning Workbook](#). Use this tool to plan for your BU's expenses. No cost estimates are final, and are based on expenses incurred in May 2018. Final bill back expenses will be disclosed by accounts payable 30-90 days after the 2019 Healthcare Conference.

PROJECT CODES

A project code identifies which budget an expense is paid from. Each business unit has its own project code, and all expenses, including payroll, supplies, marketing, events, etc. are budgeted from there. All bill backs require a project code in order to be processed.

All associates will be required to provide a project code when you register for the conference. This project code will be used for all bill backs they are responsible for incurring. The project code will not be used for anything outside of these specified areas.

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