

Become a Trusted Partner



Connect with 1000s of Patient
Focused Healthcare Leaders

DEFINITION OF A TRUSTED PARTNER

A company or organization that provides a product or service that enhances the viability of our community based healthcare providers and has a proven track record of delivering value to its clients.

Six Benefits of a Custom Learning Systems Annual Partnership

A year long marketing campaign

1
p3

Exhibit at the Annual HealthCare Service Excellence Conference

November 9-11, 2026 in Reno, NV

2
p4

Have Access to the CLS Sponsored National Healthcare Leadership Network

We partner with 65+ State Healthcare Associations who can assist with introductions to their membership

3
p5

Receive Personal Referral Introductions

We make referrals to you all year long when working with our clients & prospects

4
p6

Unlimited Access to our Library of Pre-recorded Educational Content

for your clients and prospects

5
p7

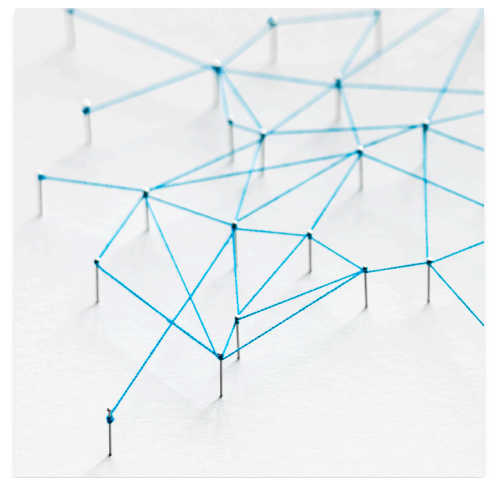
Free Access to the Signature Webinar Series

a series of 3 live webinars on timely, relevant subjects delivered to your clients by CLS

6
p7

Reciprocal Website Link

visitors to CLS website can immediately access your site



BENEFIT #1

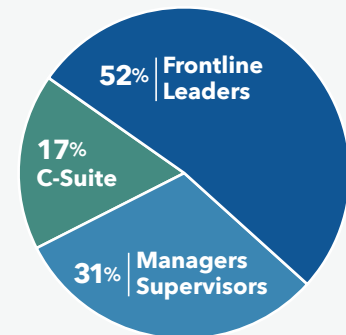
Exhibit at the 26th Annual HealthCare Service Excellence Conference



2025 Conference Recap

Over
500
live attendees

Rated
4.97
out of 5



Attendance

72%
of client CEOs attend

95%
C-Suites represented

Trusted Partners love to exhibit at HCSEC

"For us it was perfect just because of the demographic. It's our ideal target prospects. Very worthwhile. Very. It's very pro exhibitor and just good people. The pacing of the conference was good, staff were great and just the organization of the whole conference was good."

– Hamilton Doty, Elite 365

"I thought the conference was exceptional. And everybody that I talked to raved about the experience. So I think for us, the juice was absolutely worth the squeeze because we made those contacts in terms of people stopping at our booth."

– Jeremy Sadlier, ASSHRA

"A well run conference, as good as I've seen."

– Tim Mulvaney,
UHC Solutions

"We thought it was a great conference, really well run. Clearly a popular conference based on the number of attendees that you had."

– Kent Johnson,
Stat

"An exceptional conference from the operation standpoint. They do innovative things that a lot of other conferences don't do in terms of the dine around option. They also sent out an e-mail before stating 'Here are the kind of trusted partners that will be there and here's a summary of who they are.' That isn't something that is normally done."

– Tom O'Shea,
Core Education

Five Levels of Annual Opportunity

18 value added ways to help meet your sales goals.

	BRONZE \$2,150	SILVER \$3,250	GOLD \$5,950	PLATINUM \$7,450	DIAMOND \$10,000
1 Exhibitor/sponsor logo/contact information on conference app	●	●	●	●	●
2 Sponsorship recognition from the main stage during keynote session announcements via PowerPoint	●	●	●	●	●
3 Exhibitor/sponsor-branded conference brochure	●	●	●	●	●
4 Table top exhibit	●	●	●	●	●
5 Recognition in our post-conference 5 Star Report and HealthCareServiceExcellence.com site	●	●	●	●	●
6 List of attendees from the HealthCare Service Excellence Conference for one-time contact following conference	●	●	●	●	●
7 Opportunity to participate in the Dine-Around option	●	●	●	●	●
8 List of attendees from the HealthCare Service Excellence Conference for one-time contact provided 2 weeks in advance		●	●	●	●
9 Six free conference registration for your customers		●	●	●	●
10 Free access to Lead Scanner		●	●	●	●
11 Sponsorship of 1 keynote session including PowerPoint recognition and materials on tables			●	●	●
12 Pre-advertising			●	●	●
13 Invitation to CEO Roundtable session			●	●	●
14 Preferred booth placement			●	●	●
15 Brief overview of your organization from stage or pre-recorded commercial				●	●
16 Present a breakout session at the conference				●	●
17 Access to private meeting room for meeting prospects				●	●
18 Premier sponsor of the Star Breakthrough Luncheon, including the Breakthrough Awards and NRRS Honor Roll, with year-round recognition and promotion across all related CLS marketing materials					●
On-site conference registration(s) included	1	2	3	3	3

BENEFIT #2

Gain exposure to 1000s of new prospects



by becoming an Associate Member of our National Healthcare Leadership Network



We now have over 65 Organizations actively involved with NHLN

Receive exclusive referral introductions to our clients & affiliates

When we discover our clients
need you, we introduce you
one-on-one!



Bobby Powers
Vice President Business
Development, SOC Telemed

*"An actual referral partner is rare.
When you partner with CLS you KNOW
you will do business. They deliver!"*



Jake Hanson
Vice President Client Services,
Survey Solutions by ICAHN

*"Partnering with Custom Learning
Systems has directly resulted in 31 new
client hospitals and countless contacts.
Through this partnership, we've been
able to significantly grow our business
and footprint across the country, which
has strengthened our ability to compete
in the marketplace as a top-tier provider
in our industry."*

BENEFIT #4

Unlimited Access to our Library of Pre-recorded Education Content

Provide an extraordinary value add to your clients and prospects with unlimited access to 15+ valuable and relevant webinars



We do the work, You get the credit

- ✓ We provide turn key customized flyers
- ✓ You email the invitation
- ✓ We provide and manage registration portal
- ✓ We send you your registration list
- ✓ We deliver the webinars
- ✓ We recognize you in the webinars

BENEFIT #5

Free Access to the Signature Webinar Series

Schedule 3 live webinars for your clients on any of the following topics:

- 1 Reignite the Patient Experience Fully Staffed
- 2 Master the new HCAHPS
- 3 How to Become a 5 Star Clinic
- 4 Secrets of the Staffing Fix
- 5 The 5 Star Emergency Department
- 6 Swing Bed Census Breakthrough
- 7 Five Strategies to Grow Revenue and Beat Inflation

BENEFIT #6

Reciprocal Website link

Visitors to the Custom Learning Systems website can directly access your site with one click on your logo

The Trusted Partner Agreement extends until August 31, 2027

**Enjoy the benefits
of being a Custom
Learning Systems
Trusted Partner
and Sponsor**

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