

Today, health organizations are facing complex problems that can't be solved in isolation. Collaboration is the most effective path toward bridging gaps, breaking down silos, addressing unmet needs and solving the toughest health challenges.

It was with this vision in mind that Mad\*Pow created the Center of Health Experience Design, to provide a place for organizations to connect based on interests, generate a more comprehensive understanding of the problem space and collaborate around solutions.

By facilitating collaboration amongst a diverse group of experts across the health ecosystem, CHXD accelerates change and creates new solutions in support of patients, families, and caregivers. CHXD connects passionate change makers within the health community around specific areas of interest, called affinity groups. This connection takes place both within the online community which is open to all and within the context of Center events which are open to members.

**Connect +  
Partner +  
Strengthen**

## Benefits of Membership

As a member of the Center for Health Experience Design you will have the opportunity to collaborate with and learn from others who share your focus and interests to create solutions that improve health experiences for patients, families, and caregivers.

### Connect to valuable insights, resources and members:

- Gain access to a vibrant community via custom designed events and conversations, including workshops, webinars, conference calls, networking events, and curated online conversations
- Network, build relationships, and share your insights
- Access hand-selected resources for your interest area from tools to case studies and articles

### Partner on and generate exposure for project solutions:

- Identify and define meaningful projects as a key project sponsor or collaborator
- Participate in meaningful projects with like-minded individuals
- Promote project findings through Center network and media assets

### Strengthen strategic design and experience innovation capability:

- Engage in immersive learning and professional development through training workshops, boot camps, and conferences
- Gain access to subject matter experts to help move your work forward and Mad\*Pow services to support your design and innovation efforts. Strategic design services include: experience innovation, behavior change design, and digital solutions.



2018 MEMBERSHIP OPTIONS	FREE	INDIVIDUAL \$299	BRONZE \$5,000	SILVER \$10,000	GOLD \$25,000	PLATINUM \$75,000
Online Community	✓	✓	✓	✓	✓	✓
Quarterly Training Workshops (\$395)		1	2	4	5	5
Training Workshops at HXD (\$395)		20% Discount	2	4	5	5
HXD Conference (\$799)		20% Discount	2	4	5	5
HXD Conference Member Breakfast		✓	✓	✓	✓	✓
Affinity Group Events (Innovation Workshops, Networking Events, Webinars, and Conference Calls)			✓	✓	✓	✓
Consulting with SMEs (5 Hours)			✓	✓	✓	✓
Behavioral Persona Construction Kit (MPACT) (\$1,000)				✓	✓	✓
Formal introductions to individuals or companies in Mad*Pow's extended network (Payer, Provider, Gov, Non-Profit, Pharma, Health Tech, Retail Health)			1	2	5	10
Co-Lead Innovation Workshop or Curated Online Discussion				✓	✓	✓
Design Critique of Product, Service, or Experience OR Half-day MPACT Training Workshop					✓	✓
Seat (1) CHXD Advisory Panel					✓	✓
Mad*Pow Research, Strategy, Training, or Design Services						\$50,000