



The 11th Annual PROMIS® International Conference

Leveraging the Patient Voice from Clinical Decision-making to Policy: The Value of PROMIS

October 26-28, 2025

Hyatt Regency Milwaukee • Milwaukee, Wisconsin USA

Sponsorship and Support Opportunities

Join Us for an Engaging, Forward-Thinking Conference!



Highlight your company’s commitment to bringing the patient’s voice to the forefront of healthcare.

Learn, share, and engage with our international community of clinicians, researchers, decision-makers, and healthcare and regulatory professionals.

Visit the [conference website](#) to learn more. Together we are making a difference!

Corporate Development Committee



Jeff Houck,
PT, PhD
University of Rochester



Susan Bartlett,
PhD
McGill University



Clifton “Bing” Bingham,
MD
Johns Hopkins University



Judy Baumhauer,
MD, MPH
University of Rochester



David Cella,
PhD
Northwestern University



What is PROMIS?

PROMIS (Patient-Reported Outcomes Measurement Information System[®]) is a set of person-centered measures that evaluates and monitors physical, mental, and social health. The PROMIS family of measures includes more than 550 tools to self-assess the health of adults and children. The measures can be used with the general population and with individuals living with chronic conditions.

PROMIS measures are used around the world and available in English, Spanish and many other languages.

PROMIS is rapidly becoming the global standard in registries, value-based care, clinical sites of service, electronic health records, and population health initiatives. PROMIS measures are generating real world evidence, being administered in clinical trials, and undergoing FDA COA qualification.

What is the PROMIS Health Organization (PHO)?

The PROMIS Health Organization (PHO) is a growing international organization that welcomes innovative leaders who are integrating the patient's voice in research, clinical care, and healthcare initiatives. PHO members are clinicians, researchers, healthcare and regulatory professionals. They work in hospitals, clinics, academia, private practice, the technology and pharmaceutical industries, and government agencies around the world. They are working to bring the patient's voice to the forefront of healthcare utilizing PROMIS measures.

The PHO is advancing the science of health outcomes assessment by promoting widespread use and education on using PROMIS measures in clinical practice and research.

The PHO offers education for new and experienced PROMIS users with an in-person annual research-focused conference, a virtual PROMIS training workshop, webinars, and on-demand learning. Visit www.promishealth.org to learn more.

Advances in Patient-Reported Outcomes (APRO) is the official journal of the PROMIS Health Organization.



Learn. Share. Engage.

The 11th Annual PROMIS® International Conference

Leveraging the Patient Voice from Clinical Decision-making to Policy: The Value of PROMIS

The conference is an opportunity to highlight your company's commitment to bring the patient's voice to the forefront of healthcare.

Plenary: PROMIS in the Regulatory Landscape

Plenary: Navigating Opportunities for Implementation

Plenary: The Role of PROMIS in Quality Performance

PROMIS Around the World – What's New

Oral Papers and Poster Hall

Roundtables and Mentoring

Scholarships for Students, Trainees,
and Early Career Professionals

Evening Social Event

Program Chairs



J. Devin Peipert, PhD
University of Birmingham
Edgbaston Birmingham, UK



Anne Thackeray, PhD, PT, MPH
University of Utah
Salt Lake City, Utah USA

Instructional Objectives

Using patient-reported outcome measures (PROMs) for patient-centered value-based health care, including clinical trials.

Using PROMIS measures to address practical measurement problems in health-related research and clinical practice.

Using PROMIS measures to improve diversity, equity, and inclusion in health-related research and clinical practice.

Using PROMIS measures to inform individual and population-based patient care, quality, value in health systems, and to meet regulatory/payor requirements.

Moving from PROMIS research implementation to clinical practice or health-system wide implementation.

Benefitting from psychometrically developed measures, like PROMIS to inform individual and group level change scores.

Determining how PROMIS can be used for screening, symptom management and monitoring in rare and chronic diseases.



The 11th Annual PROMIS[®] International Conference

October 26-28, 2025

Milwaukee, Wisconsin USA

Sponsorship Opportunities

BENEFIT LEVEL PACKAGES	Diamond \$25,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000	Copper \$5,000	Patron \$2,500
Sponsor the Annual Social Event	✓					
Sponsor a Conference Session	✓	✓				
Shared sponsorship of Welcome Reception/Poster Walk	✓	✓	✓			
Thank You Acknowledgement on Post-Conference Recordings	✓	✓	✓			
Quarter page color ad in Conference Program Book	✓	✓	✓	✓		
Tabletop Exhibit	✓	✓	✓	✓	✓	
Company Logo on Plasma Screens	✓	✓	✓	✓	✓	
Complimentary Conference Registration	4	3	3	2	1	
Company Logo on Conference Website with Link to Your Website	✓	✓	✓	✓	✓	✓
Attendee List for One-Time Use	✓	✓	✓	✓	✓	✓
Verbal Recognition at Opening Session & PHO Business Meeting	✓	✓	✓	✓	✓	✓
Thank You Slide Before and Between Sessions	✓	✓	✓	✓	✓	✓
Thank You Acknowledgement in PHO e-News	✓	✓	✓	✓	✓	✓
Add-on to your support package from the listing on the next page	✓	✓	✓	✓	✓	✓



The 11th Annual PROMIS® International Conference

October 26-28, 2025

Milwaukee, Wisconsin USA

Add-On Sponsorship Opportunities

Conference Handout

Your one-page handout is distributed to all attendees at the conference registration desk. Sponsor to provide 200 copies direct to the Hyatt Regency Milwaukee for distribution onsite.
\$800 USD

Lanyard

Your company's name and/or logo may be displayed on the conference lanyard that attaches to each attendee's name badge. Supporting company to send 200 lanyards directly to the hotel.
\$1,500 USD

Room Keycard

Your company's name and/or logo may be displayed on the hotel keycard that conference attendees will use during their stay at the hotel. Supporting company must order keycards through the hotel.
\$4,000 USD

Create Your Own Support Idea

It's your product and your brand! Help the PHO maximize your exposure at the 11th Annual PROMIS International Conference. Your creativity is PHO's best asset.

Contact Zan Lofgren, zan-lofgren@promishealth.org with your idea for pricing and information. (Idea must be approved by September 1, 2025).



Direct Donation Opportunities

The PROMIS Health Organization maintains two donation funds. Donations, both personal and corporate, are welcome and appreciated. Gifts may be made in honor or memory of an individual or given anonymously. Donating is a wonderful way to support the PHO.

Give to Support PHO Scholarships

Since 2019, the PHO has awarded 45 scholarships to students, trainees and early-career PROMIS researchers and clinicians to participate in the PROMIS International Conferences.

Give to Advance the PHO Mission

Donations to the PHO mission support educational offerings and benefits that would otherwise not be possible without higher membership dues.

Why donate?

"The PHO brings together international stakeholders to accelerate the implementation of PROMIS in research and across healthcare settings. In my 10 years of using PROMIS in clinical practice, I have seen how it improves my ability to see what is important to my patients and to foster discussions that impact clinical care. My contributions to PHO help to expand and broaden PROMIS through education and support of new investigators and users to attend annual meetings."

- Clifton Bingham, MD

"I donate because the PHO is the one organization dedicated to advancing the "PROMIS solution" to meaningful inclusion of the patient voice in healthcare research and clinical practice. Also, PHO meetings are focused, engaging, and fun!"

- Dave Cella, PhD

"I give because of the effective people who create the friendly, serious, innovative PHO community that's centered around bringing the patients voice into medical care."

- Jeff Houck, PT, PhD

"The PHO brings together a unique community focused on improving the health and wellbeing of people everywhere. Supporting the PHO provides opportunities to learn and collaborate with others who share this common goal."

- Susan Bartlett, PhD

"As a clinician, I use PROMIS assessments every day in my clinics. Investing in the PROMIS future and giving back financially is the right thing to do."

- Judy Baumhauer, MD, MPH

Contact: Zan Lofgren, zan-lofgren@promishealth.org

[Direct Donation Information](#)