



Kentucky Chamber

2nd Annual
KENTUCKY
HEALTHCARE
INNOVATION
 **SUMMIT**

March 20, 2026 | Louisville

EVENT IMPACT Report





EVENT OVERVIEW

The future of healthcare is rapidly evolving, driven by technology, personalized medicine, and value-based care—an approach that prioritizes quality, provider performance, and the patient experience by linking payment to outcomes. From telemedicine and wearable devices to AI-powered analytics and genetically tailored treatments, innovation is transforming how care is delivered, measured, and experienced. AI, in particular, is accelerating progress by improving diagnostics, enabling predictive insights, supporting clinical teams, reducing costs, and strengthening population health.

The Healthcare Innovation Summit convenes healthcare executives, business leaders, and policymakers to explore how emerging technologies and strategies are improving patient outcomes, optimizing operations, and redefining the healthcare landscape.

TESTIMONIALS



It was my first one, and I thoroughly enjoyed it! Speakers and information were great.

The venue was perfect. I loved being able to essentially step out of my room and into the conference. So convenient and stress free! The content was amazing. Coming in from out of town and attending my first event in KY did not disappoint. I feel like I got a crash course in the state of Kentucky Healthcare. Very informative. The people — saving the best for last. The Kentucky Chamber associates were all amazing as were the guests. Such a fun event and I can't wait until the next one.

The programming was strong overall and I found the content valuable.

Very timely with AI initiatives, would like to continue with this theme next year.

I was there to learn about the state of Kentucky healthcare and how technology is being applied to the betterment of the Kentucky residents. Getting to meet potential new colleagues and clients was certainly a benefit as well. Really great crowd!

Interesting topics and strong speakers.

I thought the panels / presentations were better this year with more emphasis on innovation.



IMPACT AND VALUE



ATTENDEES



SPONSORS & EXHIBITORS

EVENT EXPOSURE

- Sponsor signage/banners
- Slides shown
- Verbal recognition of sponsors
- Event manual

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ATTENDEE DEMOGRAPHICS

JOB TITLES

- 31% Executive
- 27% Director
- 16% Manager
- 24% Other
- 2% Government Official

INDUSTRIES

- 76% Services
- 11% Finance, Insurance, And Real Estate
- 5% Manufacturing
- 3% Public Administration
- 3% Wholesale Trade
- 2% Transportation, Communications, Electric, Gas, and Sanitary Services

COMPANY SIZE

- 53% 0-100
- 11% 101-250
- 4% 251-500
- 3% 501-1000
- 29% 1001+



**OVERALL EVENT RATING
4.3 OUT OF 5**

BRAND VISIBILITY

KENTUCKY CHAMBER IN-HOUSE MARKETING

EMAIL

15	Unique promotions
82,973	Emails delivered
33,713	Unique opens
1,616	Clicks
808	Unique Clicks

PRESS

2	News Releases
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KENTUCKY CHAMBER SOCIAL MEDIA

Facebook

3,764	Impressions
73	Engagements

LinkedIn

7,800	Impressions
425	Engagements

Twitter

1,830	Impressions
23	Engagements

ADVERTISING

LINKEDIN PAID AD

16,194	Impressions
344	Clicks

THE LANE REPORT

Print Ad

420,000	audience reach
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Digital Ads

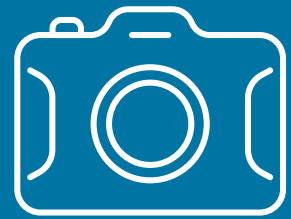
107,418	impressions
18	clicks

Email Blast

150,865	recipients
1,497	clicks
31.17%	open rate

Social Posts: Facebook, LinkedIn, Instagram

536	impressions
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EVENT PHOTOS

GALLERY PASSWORD:
HIsummit26
DOWNLOAD PIN:
9258

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MAXIMIZE YOUR IMPACT

PARTNER WITH THE KENTUCKY CHAMBER to put your brand in front of influential business leaders from across the Commonwealth. Sponsorship offers more than visibility — it creates meaningful opportunities to build awareness, strengthen credibility, and form valuable relationships with decision-makers who are actively engaged in growing Kentucky's economy. With a membership base that spans industries, communities, and company sizes statewide, the Kentucky Chamber provides unmatched access to a high-caliber business audience in an environment built for connection, promotion, and impact. Sponsor with us to align your organization with a trusted leader and expand your reach where it matters most.



SPONSOR IN 2027

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