



# 2025 ILLINOIS RURAL AND SMALL-TOWN HEALTH SUMMIT

Health Care Workforce: Learnings and Transformation in a Post-Pandemic Environment

October 14-15, 2025 | Memorial Learning Center | Springfield, Illinois

## ABOUT THE SUMMIT

A robust and diverse health care workforce is critical to providing sustainable care in rural and small-town communities across Illinois. Residents in these areas face unique challenges, including:

- Delays, disruptions and limited availability of treatments
- Restricted access to routine and preventive care
- Poorer health outcomes compared to urban counterparts

With fewer providers serving these regions, the burden on existing health care professionals is immense. The demands of delivering competent and compassionate care contribute to burnout and, in some cases, cause providers to leave the profession or relocate to metropolitan areas. These pressures also make recruitment and retention of new clinicians—especially in primary care—significantly challenging.

To address these structural challenges, strategic collaboration among government, business, non-profit, academic and clinical stakeholders is imperative. A strong and sustainable health care workforce not only enhances patient care but also drives local economic growth. By sharing knowledge and best practices, we can develop a resilient, well-supported and thriving rural health workforce.

## SPONSORSHIP OPPORTUNITIES

We invite businesses, non-profits, academic institutions, clinical organizations, legal professionals and workforce partners to support this high-impact event. Sponsorship contributions range from \$3,000 to \$35,000, with customizable packages available to align with your organization's priorities. **For more information see next page. ►**

## HOSTED BY

**SIU** SOUTHERN ILLINOIS UNIVERSITY  
**SCHOOL OF LAW**

 **SIU MEDICINE**  
POPULATION SCIENCE  
& POLICY

The 2025 Illinois Rural and Small-Town Health Summit will convene key stakeholders to discuss innovative solutions to sustain and enhance the rural health care workforce. This year's summit will focus on lessons learned from the COVID-19 pandemic and strategies to move forward through collaboration, implementation and impactful change.

## KEY LEARNING OBJECTIVES

- Identify challenges impacting rural and small-town health workforce sustainability.
- Understand best practices implemented in Illinois and across the U.S. to address workforce shortages.
- Learn actionable strategies to build and maintain a strong health care workforce in their communities.

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## WHY SPONSOR?

By sponsoring the **2025 Illinois Rural and Small-Town Health Summit**, your organization will

- Showcase leadership in rural health and workforce development.
- Engage with top experts, policymakers and industry leaders.
- Enhance brand visibility among a highly targeted audience.
- Support vital initiatives that shape the future of rural health care.
- Network with decision-makers and key stakeholders across multiple sectors.

## SPONSORSHIP FUNDS WILL SUPPORT

- Nationally recognized, expert speakers
- Event staffing and logistical support
- Catering, travel and hospitality for attendees
- Targeted marketing and promotional efforts

## PAST PARTICIPATION & IMPACT

Now in its fifth year, the **Rural and Small-Town Health Summit** is projected to host over **150+ attendees** in 2025. The 2023 event brought together more than **120 participants** and featured **20+ expert speakers** from Illinois and beyond.

Past distinguished speakers include **Eric Hargan**, Former Deputy Secretary, U.S. Department of Health and Human Services (HHS)  
**Dr. Sameer Vohra**, Director, Illinois Department of Public Health  
**Theresa Eagleson**, Director, Illinois Department of Healthcare and Family Services

Confirmed sponsors to date include SIU School of Law, the National Center for Rural Health Professionals and the SIU Institute of Rural Health.

FEATURES	DIAMOND \$35,000	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000	FRIENDS OF PSP UP TO \$3,000
Promotion on PSP social media	✓	✓	✓	✓	✓
Branded attendee materials & handouts	✓	✓	✓	✓	✓
Waived fees for continuing education credits	✓	✓	✓	✓	✓
Complimentary registration	✓ Limit 20	✓ Limit 15	✓ Limit 10	✓ Limit 5	✓ Limit 1
Waived exhibit fees	✓	✓	✓		
Complimentary registration to pre-conference workshops	✓	✓	✓		
Name recognition on summit communications	✓	✓			
Recognition on event website	✓	✓			

## TO BECOME A SPONSOR

Contact: [RuralHealthSummit@siumed.edu](mailto:RuralHealthSummit@siumed.edu). Deadline for Sponsorship Commitments: **April 15, 2025**

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