CASE STUDY: How Horizm Helps Playbook for Health Prove the Value of Healthcare Sports Partnerships

Playbook for Health advises U.S. health systems on building data-led sports and entertainment partnerships that serve both the organisation and its community.

> *"Horizm gave us an independent, like-for-like view of what every health system partnership delivers: by property, by market and by audience. It has supported how we advise our clients on renewals and activation."*
> *Michael LaPorta, President, Playbook for Health*

SITUATION

Health systems account for roughly $650M in sponsorship across major U.S. leagues and Power 5 conferences[1], and every deal now has to prove its return.

Key challenges included:

- Budgets spread across many teams, leagues and markets
- Rising rights fees and pressure to show measurable ROI
- Rights-holder recaps that can't be compared like-for-like
- No clear view of which markets and audiences create value
- Digital and social activations rarely valued at all

SOLUTION

An independent valuation of media exposure and digital activations for Playbook's health system clients (June 2025 – May 2026).

20	16	9	8
Properties	Brands	Markets	Leagues

- Exposure and activation value per brand, per property
- Breakdown by location across every market
- Audience value breakdown showing where value is generated
- One standardized methodology across all leagues
- Delivered as a client-ready Excel dataset

IMPACT

With Horizm, Playbook for Health can now:

- Benchmark every partnership on a like-for-like basis
- Show clients which properties, markets and audiences drive value
- Bring independent data into renewal and rights-fee negotiations
- Shift activation spend toward the highest-return assets
- Report to health system leadership with consistent, credible numbers