

**The Latino Medical Student Association  
Southwest Region  
Presents:**

*“Del 6% Hasta Las Estrellas:  
Empowering and Exploring New  
Horizons in Medicine”*

**12th Annual Regional Conference  
Houston, Texas  
March 8-10th, 2024**

  
UTHealth<sup>®</sup> Houston  
McGovern Medical School







Latino Medical Student Association - Southwest Region

12th Annual Regional Conference

Del 6% Hasta Las Estrellas: Empowering and Exploring New Horizons in Medicine

## Greetings Prospective Sponsor/Exhibitor,

On behalf of the Latino Medical Student Association - Southwest (LMSA-SW) we would like to cordially invite you to be a sponsor and/or exhibitor at the 12th Annual Southwest Regional Conference.

The main goal of our annual conference is to foster a vibrant connection between future and present Latino and non-Latino doctors and healthcare professionals. By curating this inclusive platform, we aim to spark dynamic collaborations and kindle innovative ideas. These collective endeavors are geared towards ensuring that every patient, irrespective of their background, socioeconomic status, or ethnicity, receives quality healthcare. Furthermore, a cornerstone of our mission is to bolster the education and professional advancement of both current and aspiring Latino healthcare professionals, recognizing their pivotal role in shaping a more diverse, compassionate, and effective medical landscape for all.

The year's conference theme, "**Del 6% Hasta Las Estrellas: Empowering and Exploring New Horizons in Medicine**," encapsulates the ambitious journey of Latino medical students and healthcare professionals. Drawing from the statistic that Latinos comprise only 6% of physicians in the United States, the theme underscores the community's underrepresentation while challenging members to rise above current limitations and reach for the stars. By juxtaposing this stark percentage with the boundless expanse of the cosmos, we hope to highlight both the existing disparities and the vast potential within the Latino medical community. The conference seeks to empower medical students and other healthcare professionals to break barriers, redefine norms, and explore innovative approaches in medicine, ultimately enhancing the diversity and richness of the medical field.

We are looking forward to hosting current and future healthcare professionals from across the LMSA Southwest Region at McGovern Medical School at UTHealth Houston in Houston, TX.

Host: LMSA-SW & McGovern Medical School at UTHealth Houston

When: March 8-10th, 2024

Where: Houston, Texas

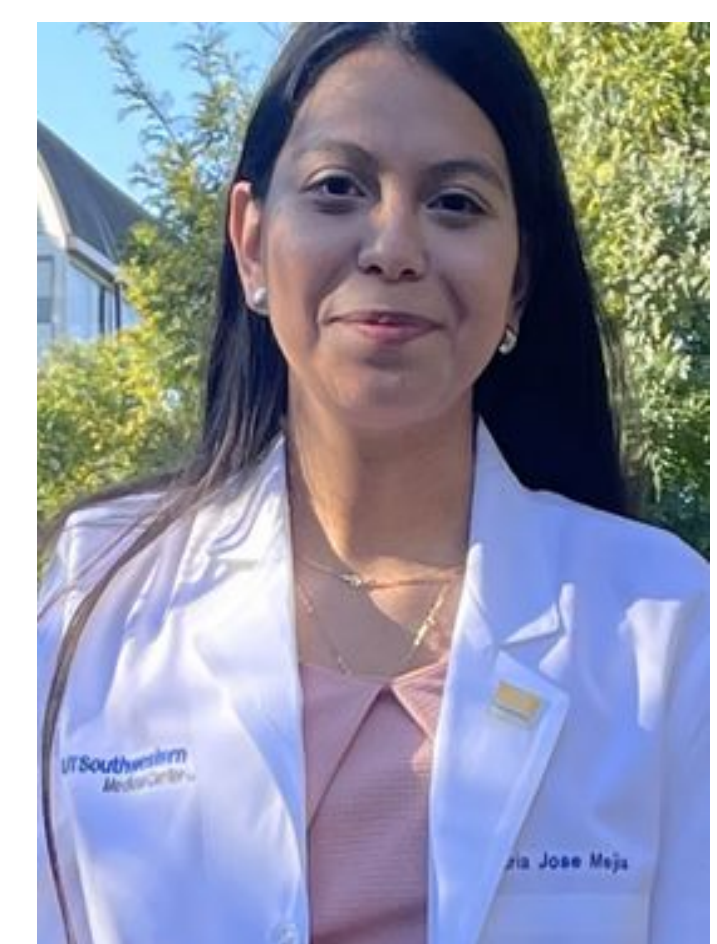
The generosity of our financial sponsors allows high school students, undergraduates, medical students, residents, fellows, and researchers to engage in a forum to explore the many career paths in medicine and expose attendees to the state of health care for underserved populations. Furthermore, our regional conference provides an invaluable revenue stream for LMSA-SW to continue developing programming that reflects LMSA's mission, vision, and objectives.

Included, you will find pertinent details about the conference, including conference information and the levels of sponsorship and/or exhibition available. We at LMSA-SW thank you for your generosity and investment in the future generation of healthcare professionals. We look forward to hosting you in Houston!

Sincerely,

**Angela Ballesteros and Maria Mejía**

2023-2024 LMSA Southwest Regional Co-Directors







Latino Medical Student Association - Southwest Region

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Del 6% Hasta Las Estrellas: Empowering and Exploring New Horizons in Medicine

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# About Us

## Our Mission

The mission of the Latino Medical Student Association (LMSA) is to unite and empower medical students through service, mentorship, and education to advocate for the health of the broader Latino community. LMSA is a National 501(c)(3) not-for-profit organization run primarily by medical students and physician faculty members, working together towards a common vision: a state in which the fastest-growing ethnic population in the United States consistently receives excellent and culturally sensitive healthcare from a diverse and inclusive medical workforce.

## Our Objectives:

- To unify all Latina/o/x medical students into one organization;
- To provide a voice for underrepresented medical students;
- To actively promote recruitment and retention of Latina/o/x trainees at all levels of medical education;
- To educate medical students on health issues facing Latina/o/x populations;
- To advocate for the rights of Latinos in health care;
- To provide leadership opportunities for Latinos; and
- To promote service to the Latina/o/x community nationally.

## LMSA-SOUTHWEST LEADERSHIP

### Co-Director

*Angela Ballesteros*  
Texas Tech at Lubbock

### Co-Director

*Maria Mejía*  
UTHSC Southwestern

### Chief Information Officer

*Kaylah Perez*  
TJFFCOM Houston

### Co-Director Elect

*Karla Madrigal*  
UTHSC McGovern

### Co-Director Elect

*Owen Sáenz*  
UNTHSC TCOM

### Chief Financial Officer

*Humberto Aparicio*  
UTHSC McGovern

### Chief Development Officer

*Jose Barrera*  
UTHSC McGovern

### Conference Co-Chair

*Gaspar Pina*  
UTHSC McGovern

### Conference Co-Chair

*Benjamin Blanco*  
UNM SOM

### Public Relations Chair

*Martín Silguero Jr.*  
Texas A&M SOM

### Program Chair

*Iliana Perez*  
SHSU COM

### Service Chair

*Victoria Way*  
LSU New Orleans

### Policy Chair

*Reynaldo Olivo*  
UTHSC Southwestern





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# Regional Conference

Our LMSA Regional Conference aims to bring high school students, pre-medical undergraduates, medical students, residents, and practicing physicians together to collaboratively address and brainstorm strategies to optimally serve the needs of underserved communities. By bringing together the new ideas of younger students with the wisdom of experienced physicians, we hope to combine these insights and find practical ways to improve healthcare access for those who need it most.

The Conference serves as a forum for many key topics in healthcare, from chronic disease and medical Spanish to healthcare policy and allyship. In addition, the Conference consistently exposes attendees to workshops and panels covering strategies for success for applying to and thriving in medical school, clinical skills, and student leadership training.

Our Conference is a three-day event that includes a high school day, an exhibitor fair, a plenary session, a research poster session, a networking session, professional development workshops, a graduating senior gala and awards ceremony, and our House of Delegates meeting. We anticipate having 350 student attendees: 200 medical students, 50 premedical undergraduates, and 100 high school students.

## Past Conference Themes

(2023) El Futuro es Nuestro: Embracing our Roots to Build a Better Future in Medicine

(2022) Es Tiempo de Cambiar: The Importance of Diversity in Medicine

(2021) El Lider Dentro de Mi: Advancing Latinx Leadership in Medicine

(2020) Identidad Latina: Soy Mas Que...

(2019) Todos Tenemos Valor: Building Solidarity Through Healthcare

(2018) Derribando barreras: Empowering the Community through Health

(2017) Prevenir es Vivir

(2016) Cuidando la Salud







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# Agenda At-a-Glance

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Friday, March 8, 2024 - High School Day

Welcome Address
Professional Development Session
Hands on Learning Workshops
College Exhibitor Fair
Closing Remarks

Saturday, March 9, 2024 - Main Conference Day

LMSA-SW Conference Orientation
Welcome Address
Keynote Speaker
Leadership Breakout Session
Networking Session
Lunch Break
Research Symposium
Medical School / Residency / Sponsor Exhibitor Fair
Plenary Sessions
Workshops
NHMA Remarks
Keynote Speaker
Closing Remarks
LMSA-SW Gala

Sunday, March 10, 2024 - Spring House of Delegates

House of Delegates Meeting
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Tentative Conference Agenda

SUBJECT TO CHANGE - please refer to <https://www.southwestlmsa.net/> for all updates.





# Keynote Speakers



## Esteban López, MD, MBA

Dr. López is double board-certified in Internal Medicine and Pediatrics and is the former Chief Medical Officer and Southwest Texas President for Blue Cross Blue Shield of Texas. Dr. López's goal is to improve access to quality healthcare through technology and employing artificial intelligence to transform healthcare, aiming to make it more inclusive and affordable. Dr. López is a Harvard-certified expert in digital healthcare transformation, Google Cloud Healthcare contributor, and founder of Hopscotch Health, a digital platform aimed at bridging patient-provider gaps and advancing health outcomes for diverse populations.

## María Fernández, PhD

Dr. Fernández, Vice President of Population Health and Implementation Science at the University of Texas Health Science Center at Houston, is a distinguished figure in public health and medicine. As the founding Co-Director of the UTHealth Houston Institute for Implementation Science and Director of the Center for Health Promotion and Prevention Research, she specializes in participatory community-engaged research. Her work primarily focuses on cancer and chronic disease prevention among underserved populations in the U.S. and globally. Dr. Fernández has contributed extensively to this field, including over 200 peer-reviewed publications and co-authoring key books.







# Sponsorship Tiers

Benefits	Tiers				
	Platinum - \$2000	Gold - \$1000	Silver - \$600	Exhibitor Only - \$300	Residency Program Only - \$150
<b>LMSA Conference App and Exhibitor Booth</b>					
Exhibitor Profile on LMSA Events app	✓	✓	✓	✓	✓
Exhibitor Table during Expo/Fair	✓	✓	✓	✓	✓
Included Exhibitor Registrations	4	3	3	2	2
Scrolling Banner Advertisement	✓	✓	✓	✗	✗
Logo in Conference-related correspondence	✓	✓	✗	✗	✗
Push notifications	3	2	1	✗	✗
Message Board posts	3	2	1	✗	✗
<b>Advertisements on LMSA Social Media Channels</b>					
Video Advertisement to social media channels (2 minutes)	✓	✓	✗	✗	✗
Simple text acknowledgement of sponsorship on social media	✓	✓	✓	✓	✗
Dedicated individual social media post recognizing sponsorship	✓	✗	✗	✗	✗
<b>LMSA Website</b>					
Mention on LMSA Southwest Home, Sponsor, and Conference Pages	✓	✓	✓	✓	✗
Logo on LMSA Southwest Home, Sponsor, and Conference Pages	✓	✓	✓	✗	✗
<b>Conference Gala</b>					
Recognition announcement during Gala	✓	✗	✗	✗	✗





# Sponsorship Benefits

Benefits	Description
<b>LMSA App and Conference Platform</b>	
Exhibitor Profile on LMSA Events app	Your LMSA Events App profile will include your desired picture, a description of your organization, and links that you want to share on the LMSA Events app.
Exhibitor Booth during Expo/Fair	Your Exhibitor session can last for 2 hrs during which conference attendees can stop by to speak with you.
Included Exhibitor Registrations	Registration invitation(s) for up to representative(s) from your organization
Logo in Conference-related correspondence	Recognition of support within LMSA emails and Events
Posts on Social Media	Social media posts (Instagram, Facebook, Twitter) of your choosing regarding your organization before and during the conference.
Push notifications	Timed announcements sent to all LMSA Events App users, encouraging attendees to stop by your booth or check out your Socio profile.
Message Board posts	Timed posts about your session on the LMSA Events App Message Board, which the attendees can use to chat with each other
Scrolling banner ads	An advertisement will be placed within a scrolling banner, which would be visible when participants open the LMSA Events app. The scrolling banner rotates through several ads.
<b>LMSA Website</b>	
Mention on LMSA Southwest Home Page	Listing of your organization's name and level of support on the <a href="#">LMSA-SW Home Page</a>
Logo on Southwest Home Page	Your organization's logo on the <a href="#">LMSA-SW Home Page</a>
Mention on LMSA Southwest Sponsor and Conference Pages	Listing of your organization's name and level of support on the Sponsor and Conference event pages
Logo on LMSA Southwest Sponsor and Conference Pages	Your organization's logo on the Sponsor and Conference event page
<b>Conference Gala</b>	
Recognition announcement during Gala	Verbal acknowledgement of partnership during Gala programming





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# Donation Form

## Contact Information

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Sponsorship

\$2,000 Platinum

\$1,000 Gold

\$600 Silver

\$300 Exhibitor Only

\$150 Residency Program

Additional charitable donation: \_\_\_\_\_

Total contribution amount: \_\_\_\_\_

Sponsorship commitment requested prior to February 16th, 2024.

Credit card payments can be made by accessing virtual invoice sent upon request.





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# FINANCING AND FUNDRAISING POLICY

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LMSA has developed a strong, reliable, and highly visible membership recognized locally and nationally. This accomplishment results from a steadily increasing number of members and other volunteers who have generously donated their time and expertise to further LMSA's goals. Today, LMSA is recognized nationally and has united with various national organizations to address shared goals.

LMSA's current priority is to develop a relationship with community leaders sympathetic to the healthcare needs of traditionally underserved and underrepresented populations, particularly the rapidly growing Latino population. We strongly believe the vitality of LMSA depends on active, involved membership and the development of new partnerships with a wide range of funding sources, including community leaders and associated entities.

LMSA is currently an all-volunteer organization. The annual conference is our primary fundraising source to support our goals for Latino involvement in health. Contributions from outside sources are indispensable to ensure a successful campaign.

LMSA Southwest is a 501(c)(3) organization. Please contact us if you have any additional questions regarding tax-deductible donations.

We thank you for your consideration and your continued support. If you have any questions, please email [conference.southwest@lmsa.net](mailto:conference.southwest@lmsa.net).





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Contact us for more information at:

[conference.southwest@lmsa.net](mailto:conference.southwest@lmsa.net)

[fundraising.southwest@lmsa.net](mailto:fundraising.southwest@lmsa.net)