



## CORPORATE MEMBERS:

### Partner with AMCP to educate on hot topics

AMCP's Science & Innovation Webinars provide an opportunity for companies and organizations to increase awareness and visibility by presenting on topics or issues to a focused audience of managed care professionals. Webinars are conducted live. If the sponsoring company allows, the webinar recording is then posted to AMCP's Resource Center for additional exposure and serving as an additional tool for your Market Access team and others.

#### IMPORTANT PLANNING NOTES

- Limited slots available for 2022 so early booking is encouraged.
- Minimum lead time to launch: 3-4 weeks.
- Cost: \$17,500 per webinar.\*
- To learn more or to sponsor a Science & Innovation Webinar, contact: [webinars@amcp.org](mailto:webinars@amcp.org)

\* Plus and Platinum level members can receive a Science & Innovation Webinar as part of their annual benefits.

#### WEBINAR STATISTICS



Registration ranges from 40-190, averaging at 90



Attendance ranges from 15-120, averaging at 60



Average number working for health plans/PBMs



Webinar met my educational needs

Please Note: In addition to some very niche and rare disease topics, the number of webinars doubled between 2020 and 2021.

#### AMCP RESPONSIBILITIES

- Host the webinar via its webinar platform (currently GoToWebinar).
- Work with the sponsor to address Q&A in a compliant manner.
- Include the webinar on AMCP's online Calendar of Events.
- Promote the webinar to its member and non-member list via email and AMCP newsletters.
- Provide a moderator to introduce the webinar and speakers.
- Offer minimal editing to the recording before sending to the sponsor for approval.
- Host the recording on AMCP's Resource Center for 2 years.

#### SPONSOR RESPONSIBILITIES

- Develop webinar content, which includes the webinar title and brief description.
- Secure speakers that will present during the webinar.
- Produce the content (PowerPoint slides) that will be presented during the webinar.
- Assist with editing the webinar recording if further editing is required.
- Provide approval of recording for posting to AMCP's Resource Center.
- Adhere to all relevant laws and regulations related to the sponsors' webinar content.

*Please complete and return by email to [webinars@amcp.org](mailto:webinars@amcp.org).*

## WEBINAR SPONSOR INFORMATION

SPONSOR

THIRD PARTY MANAGEMENT COMPANY, IF APPLICABLE

## WEBINAR INFORMATION

WEBINAR TOPIC\*\*

DESIRED MONTH

AMCP webinars are typically held on Tuesday, Wednesday, and/or Thursday from 2–3pm ET. AMCP suggests booking at least 30 days out for ample promotion time. AMCP will do everything possible to meet your desired timeline but space does sell out. Once a date is agreed on, AMCP will send you an agreement to confirm the arrangement and lock down the date.

*\*\* Exact title is not needed at this point but an initial general topic is required to obtain necessary approvals within AMCP.*

### **COST: \$17,500 PER WEBINAR \***

*\* Plus and Platinum level members can receive a Science & Innovation Webinar as part of their annual benefits.*

## CONTACT INFORMATION

FIRST NAME

LAST NAME

COMPANY

ADDRESS

CITY

STATE

ZIP CODE

PHONE

EMAIL ADDRESS