



# LISTEN UP

An AMCP  
podcast series





With a growing listenership and engaging content — we're now the #1 podcast source for managed care pharmacy news and insights — these audio narratives provide an attractive platform for connecting with a wide audience of health care professionals, payers, and industry leaders.

**Available on AMCP.org  
and HealthCareRadioNow**





# Meet the “Listen Up” Host



**Fred Goldstein**

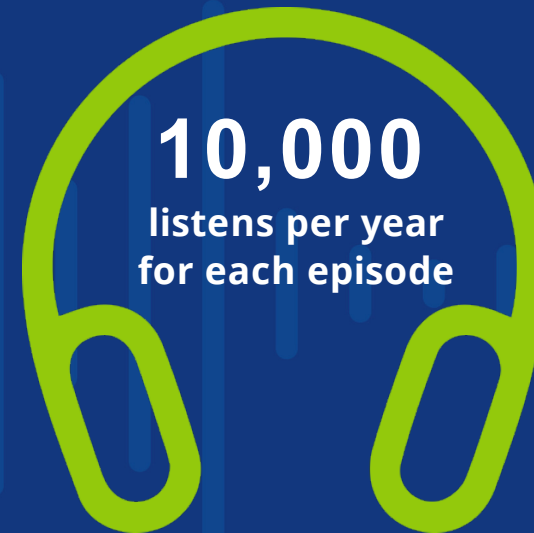
**X: @fsgoldstein**

The voice of experience. As President of Accountable Health, LLC, and Board member of Population Health, Fred draws on his experience as a hospital administrator, HMO general manager, founder of a disease management company and president of a population health management company to deliver a wide range of ideas and insights.



# Podcast Performance Stats

Launched in January of 2023, the Listen Up podcast has grown to over 50,000 listens by year's end.

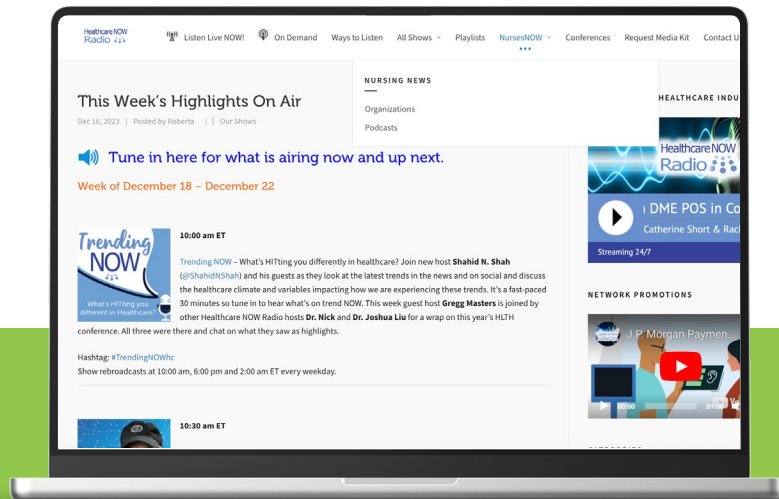


As the audience expands and engagement increases, organic growth is expected as new listeners explore archived episodes.



# Power Player in Healthcare Media

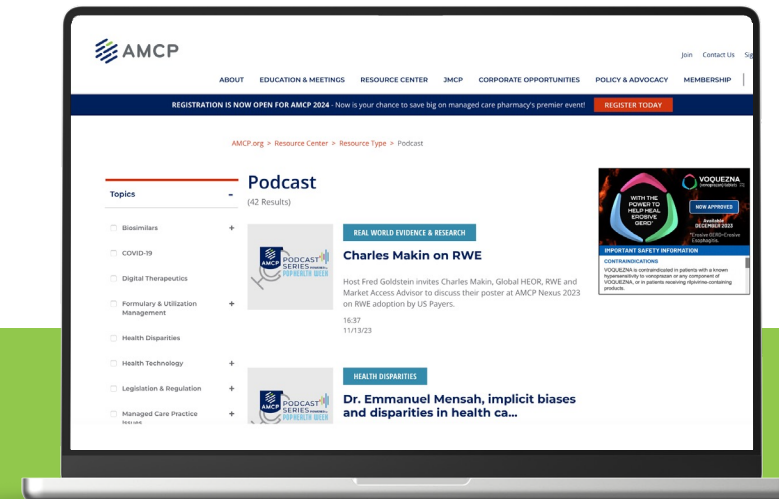
Healthcare NOW  
Radio



Averages 38,000 listeners per month  
for health care trends

<https://www.healthcarenowradio.com/>

AMCP



Averages 70,000+ viewers per month for  
managed care pharmacy professionals

<https://www.amcp.org/resource-center/podcast>



# AMCP Podcast Pricing

Podcast Length	AMCP Secures Speaker	Customer Secures Speaker
Single 30-minute	\$25,000	\$20,000
Series (3)	\$67,500	\$54,000
Single 15-min	\$15,000	\$10,000
Series (3)	\$ 40,500	\$37,000

Sponsored Advertisement  
2x in episode with call to action at end

## Interested in partnering with AMCP?



Reach out to our team members at  
[corpopportunities@amcp.org](mailto:corpopportunities@amcp.org) or 703.684.2600



Learn more about AMCP Corporate  
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