Connect with managed care pharmacy decision makers.

Partner with AMCP to optimize medicine and improve patient outcomes.
# Best Practice Engagement Recommendations

## Pre | Post Launch

### OMNI-CHANNEL ENGAGEMENT

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Engage Key Audiences
Partner with AMCP for a Webinar Sponsorship

**Science & Innovation Webinars**
- Live webinar
- Manufacturer content
- Archived up to 2 years
- Marketed to AMCP members and non-members

$17,500 Members

**2022-2023 Stats**
**Science & Innovation Webinars:**
Registration Average: 92,
Registration Range: 30-252
Attendance Average: 50, Attendance Range: 12-146

**Pre-information Exchange (PIE) Webinars**
- Live webinar
- Manufacturer content
- Archived up to 2 weeks
- Marketed to over 2400+ payers

$20,000 Members
$25,000 Non-members

**Pre-information Exchange (PIE) Webinars:**
120,000 – 150,000 Covered Lives

While attendees do vary by topic, on average over 35% work for health plans or PBMs
Webinars are promoted across all AMCP channels to include, but not limited to email newsletters, social media and websites reaching AMCP’s diverse member base of over 8,000 pharmacists, physicians, nurses, and other health care professionals with an email reach of over 20,000 non-members in the larger managed care community. The AMCP website attracts an average of 80,000 views a month from 30,000 unique visitors.
AMCP Science & Innovation Webinars
Increase awareness and visibility of key industry issues

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.

Key highlights:

• Webinars are conducted live
• Post-webinar, edited version is posted to AMCP’s website Resource Center for additional exposure (contingent on sponsor approval)
• Can be used as an education tool for your Market Access team
AMCP PIE Webinars
Engage with Healthcare Decision Makers via FormularyDecisions

AMCP PIE webinars create an opportunity to share pre-approval information with healthcare decision makers (ie, payers, formulary committees, and similar entities) to help plan for future approvals and associated early product reviews, coverage and reimbursement decisions, and budget forecasting.

Key highlights:

- Brand with your company’s logo and colors
- Marketed to over 2,400+ payers
- Flexible scheduling throughout the year
- Uses FormularyDecisions to verify eligible registrants
Webinar Process
We walk you through every step of the way...

**AMCP**
- Hosts Webinar
- Provides a moderator (optional) to introduce the webinar and speakers.
- Participate in webinar technical rehearsal
- Provides assistance to address Q&A in a compliant manner
- Promotes webinar to its member and non-member list via email, social media and AMCP newsletters
- Includes webinar in AMCP’s online Calendar of Events.
- Edits On-Demand recording if needed
- Hosts On-Demand video in AMCP’s website Resource Center

**SPONSOR**
- Identify speakers that will present during the webinar.
- Webinar content (PowerPoint slides), including webinar title, speaker bios and brief description.
- Assist with editing the webinar recording if further editing is required.
- Provide MRL approved marketing template (for PIE webinars only).
- Any desired Company awareness materials
- Participate in webinar technical rehearsal
- Provide approval of recording for posting to AMCP’s Resource Center.
AMCP | Formulary Decisions
Closed HCDM Platform for PIE Webinars

**FORMULARY DECISIONS**

**Product Resources (Manufacturer- and Non-manufacturer provided):**
- 2,500+ Products
- 400+ Pre-Approval Products
- 500+ Manufacturer connections

**Active Payer and Healthcare Decision Maker Community:**
- 2,400+ US Payers/HCDMs
- 900+ Organizations (MCO, PBM, Hospital, Government, etc)
- 86% of Covered MCO Lives

**Key Features:**
- Largest online community of HCDMs actively reviewing products for formulary considerations
- Exclusive home of AMCP eDossiers (pre- and post-approval)
- Seamlessly deliver PIE Webinars within platform

**All major PBMs and top provider organizations (IDNs, hospitals, health systems, Government)**
User Verification

FormularyDecision users are vetted and meet FDA guidance for pre-approval information exchange

1. Individual evaluated including verification of credentials
2. HCDM is notified after registration has been reviewed and decided upon (typically 24 hours)
3. Approved user must activate their account
4. Individual login is required to access platform
5. User must re-validate their access every 6 months
Formulary Decision User Verification Process

HCDM Registers
- Contact information
- Title and professional credentials
- Employer-provided email address
- Organization (see below)
- Description of involvement in formulary and/or benefit design decisions

Organizer Listing
Organization affiliation is selected based on a specific dropdown list.
- List is populated using AIS data, specific organization reviews, and current organizations.
- If the registrant is from an organization not included in the dropdown list, “Other” will be selected and specified
- List of organizations is reviewed annually.

Platform Verification
Each registration is individually evaluated, including professional credential verification and organization verification. In cases where a registrant has selected “Other” as the organization, further evaluation of the organization is conducted
- If registrant has missed the organization name from dropdown list, they are remapped as appropriate
- If the organization is new to the standard list, it is reviewed and validated as being an organization directly involved in formulary review processes
- If valid, the new organization’s name is added to the dropdown list
- Notification is provided after registrations are reviewed and approved/denied

Qualified HCDM Accesses Platform
- If approved as a qualified HCDM, users must activate their account (via email link) before login
- Individual, secure login is required at all times to access Formulary Decisions
- Users must re-validate their access every 6 months via their employer-provided email address
Mission

To improve patient health by ensuring access to high-quality, cost-effective medications and other therapies.
Connect with Us

amcp.org/corporateopportunities

corpoportunities@amcp.org