Connect
with managed care pharmacy decision makers.

Partner with AMCP to optimize medicine and improve patient outcomes.

CORPORATE OPPORTUNITIES

AMCP

Best Practice Engagement Recomendations
Pre | Post Launch

OMNI-CHANNEL ENGAGEMENT

	REMOTE		MEETINGS	RESEARCH
COMPANY BRANDED	• Science and Innovation Webinar – Disease | Product	• JMCP Supplement	• Spotlight Speaking Opportunities – 30 | 60 | 75 minutes	
	• Pre-Approval Information Webinar	• Disease State eNewsLetters	• Advertisement through Banners and Event Sponsor Offerings	
	• Podcasts	• Conference Coverage	• Exhibit Booth	
	• JMCP Poster Spotlight	• KOL Interviews		
	• JMCP Conversation with Experts	• Banner Advertisement		
AMCP BRANDED	• Market Insights	• JMCP Rare Disease Special Edition Supplement	• Spotlight 75-min @ Annual or Nexus	• Market Insights Roundtable – AMCP Branded
	• Health Plan | IDN Best Practice Webcast Series	• Interactive Video		• Health Plan | IDN Best Practice – AMCP Branded
	• Podcasts	• Case Study		• Best Practice - Patient Journey

● Personal Promotion - Live engagement (in-person or broadcast) by the Company or AMCP
○ Non-personal Promotion – Digital engagement via AMCP.org or JMCP.org
● Blended Promotion

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

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

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:

120,000 – 150,000 Covered Lives

While attendees do vary by topic, on average over 35% work for health plans or PBMs

Webinar Promotion
AMCP Marketing Channels | 4-6 Weeks Prior

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 logo]

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
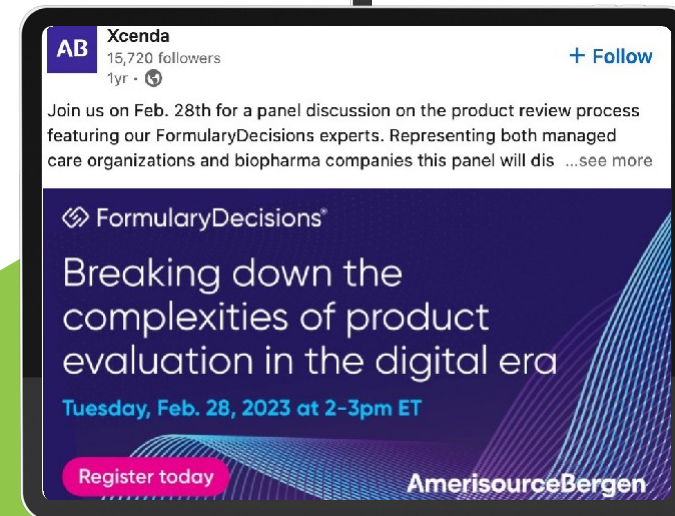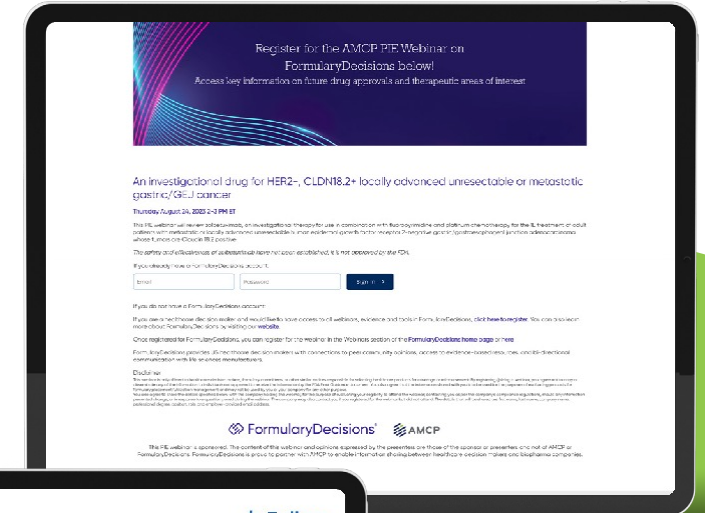
Webinar Process
We walk you through every step of the way...

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.

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AMCP | FormularyDecisions
Closed HCDM Platform for PIE Webinars

FORMULARYDECISIONS

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

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

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

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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

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FormularyDecision 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

ORGANIZATION LISTING

Organization affilation 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 valitad, the new organization's name is addes to the dropdown list
- Notification is provided after registrations are reviewed and approved/denied

QUALIFIED HCDM ACCESSES PLATFORM

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

AMCP

Mission

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

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Connect with Us

→ **amcp.org/corporateopportunities**

→ **corpopportunities@amcp.org**

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