

AMCP.ORG ENGAGEMENT

YOUR DIRECT CONNECTION
TO MANAGED CARE PHARMACY
DECISION-MAKERS



AMCP.org online Member Center featuring exclusive content for AMCP members

AMCP.ORG AT A GLANCE

Reach managed care pharmacy professionals through AMCP.org email and digital channels. The AMCP community includes AMCP's diverse membership of 7,000 pharmacists, physicians, nurses, biopharmaceutical professionals, and other managed care pharmacy professionals and stakeholders with specialized expertise in clinical evidence and economics to optimize medication benefit design and population health management.

130,000

SESSIONS PER MONTH

AMCP.org has a highly engaged audience and growing with a 60% increase in visitors compared to the same period last year. Traffic averages 115,000 pageviews monthly and 60,000 active users.

40,000

AVRG. ROS IMPRESSIONS

AMCP.org offers digital placements across the full website. We run a primary Run of Site (ROS) display placement with additional banners offered on sponsored content or disease state resource center pages.

137,000

SOCIAL INTERACTIONS

AMCP has a wide reach when it comes to social media, with activity on LinkedIn, Meta, Instagram, YouTube and TikTok generating more than 6 million impressions each year with 25,000 followers.

19.3%

AVRG. EMAIL OPEN RATE

AMCP's email engagement is strong across all touchpoints reaching over 20,000 health care decision-makers. Overall email open rate is above the benchmark for pharmaceuticals (17%) with newsletters being the strongest for engagement. The overall email click rate is 6.5%.

170,000

LISTENS TO DATE

"Unscripted" is the #1 podcast source for managed care pharmacy news and insights and includes video and audio formats. The show has produced over 30 podcasts with more than 170,000 listens to date with 550 listens a month and 6,000 average listens a year per episode.

13

AFFILIATES

With AMCP local affiliates in every U.S. region, your brand can achieve both broad visibility and targeted local impact.