Connect
with managed care pharmacy decision makers.

Partner with AMCP to optimize medicine and improve patient outcomes.

CORPORATE OPPORTUNITIES

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 1 year
- Marketed to AMCP members and non-members

$20,000 Members

$25,000 Non-Members

2024 S&I Webinar Stats

Science & Innovation Webinars:

Registration Average: 75
Registration Range: 18-173
Attendance Average: 38
Attendance Range: 7 - 92

Pre-Approval Information Exchange (PIE) Webinars

- Live webinar
- Manufacturer content
- Archived up to 2 weeks
- Marketed to 950+ health care decision-maker organizations

$25,000 Members

$30,000 Non-members

Pre-Approval Information Exchange (PIE) Webinars:

298M pharmacy-benefit manager covered lives.

While attendance varies by topic, more than 50% of registrants in 2024 worked 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

AMCP PIE Webinars
Engage with Health Care Decision Makers via FormularyDecisions®

AMCP PIE webinars create an opportunity to share pre- approval information with health care 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 950+ health care decision-maker organizations
- Flexible scheduling throughout the year
- Uses FormularyDecisions to verify eligible registrants
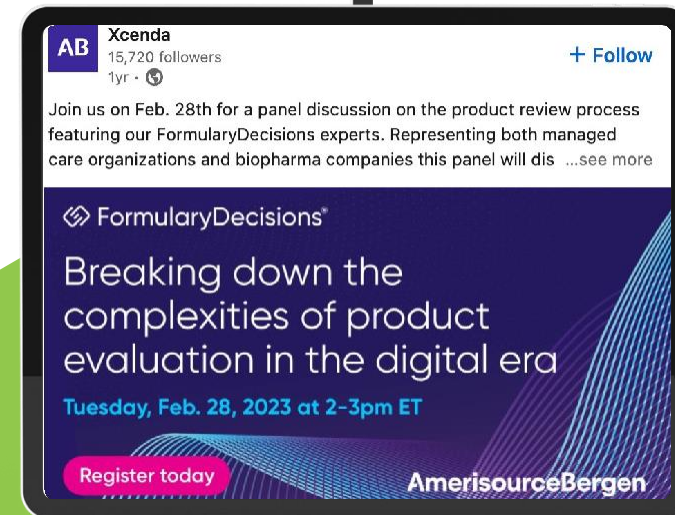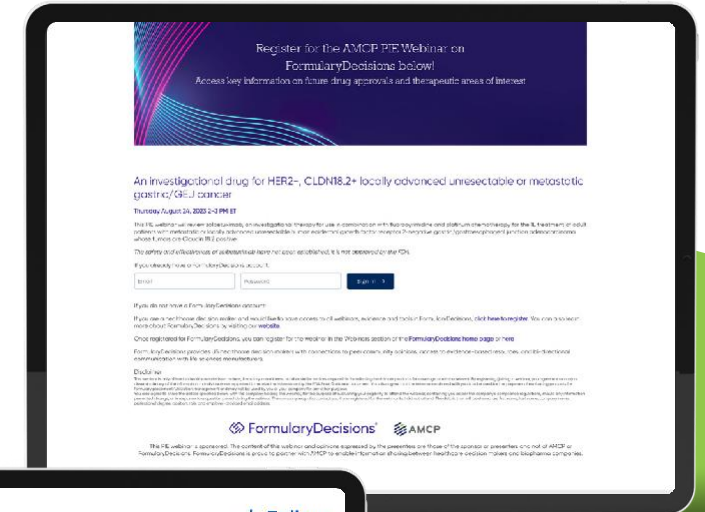
Webinar Process
We walk you through every step of the way...

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 and FormularyDecisions.

AMCP

AMCP | FormularyDecisions
Closed Heath Care Decision-Maker (HCDM) Platform for PIE Webinars

FORMULARYDECISIONS

Product Resources (Manufacturer- and Non-manufacturer provided)

3,900+
FDA-Approved and Pre-Approval Products

Active Payer and Health Care Decision Maker Community

950+
HCDM Organizations (MCO, PBM, Hospital, Government, etc.)

Largest online community of HCDMs in the US

Exclusive home of AMCP eDossiers (pre- and post-approval)

Seamlessly deliver PIE Webinars within platform

AMCP

User Verification

FormularyDecisions 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 2 business days)

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

FormularyDecisions User Verification Process

REGISTRATION

HCDM REGISTERS

- Contact information
- Title and professional credentials
- Employer-provided email address
- Organization
- Description of involvement in formulary and/or benefit design decisions
- Attestation: health care decision-maker and do not work for or on behalf of a biopharma company."

VERIFICATION

QUALIFIED HCDM ACCESSES PLATFORM

- 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
- 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.

AMCP

Connect with Us

→ **amcp.org/corporateopportunities**

→ **corpopportunities@amcp.org**

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