



CORPORATE PROSPECTUS 2026

Deliver your message to enhance managed care outcomes

Prices are subject to change.

[ABOUT](#)[CORPORATE MEMBERSHIP](#)[SPONSORSHIP OPPORTUNITIES](#)[CONTACT](#)

Mission

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

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Why Partner?

AMCP offers corporate opportunities to connect to **more than 30,000 health care decision-makers.**

AMCP provides national meetings, market insights, sponsorship and networking opportunities.

AMCP is the only national organization that speaks and represents the entire spectrum of managed care professionals.

[Learn more at **amcp.org**](http://amcp.org)



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AMCP Social Engagement



26,500
Followers



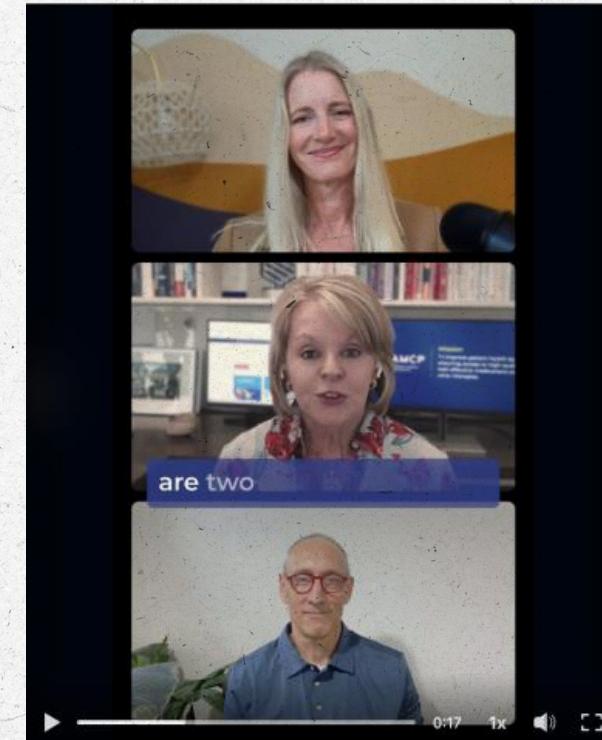
115,000
Yearly Engagements



Reaching more than
4.6M
people a year



In this milestone episode of Unscripted, The AMCP Podcast, we celebrate the 30th anniversary of the *Journal of Managed Care & Specialty Pharmacy* (JMCP). Host Susan Cantrell, RPh, MHL, CAE, AMCP CEO, is joined by Le ...more



Now Open: Summer 2026 Internship Applications!

Are you ready to take your pharmacy career to the next level? ...more

2026 AMCP PROSPECTUS

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AMCP Membership

More than 8,000 managed care pharmacy professionals and organizations. .



8,000

Individual members
and growing



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2025 AMCP Corporate Members





Corporate Membership Levels

We offer Recognition Level packages that are designed to meet your changing outreach and engagement goals over time.

Academy

- Entry Point for corporate membership.
- Provides discounts and benefits on registrations and event offerings.

\$20,000

Emerging (company without a product on the market)

\$15,000

Caragon

Begin your corporate membership journey as an Academy Level member Scale up to. Caragon, Premier, and Mission level as you reach various spending thresholds.

Recognition Levels Based on Annual Spend

- Increased discounts and complimentary access and recognition benefits including complimentary exhibit space, invitations to awards, and President's Reception at annual events.
- Company's total investment in one calendar year exclusive of grants, traditional print and digital advertising, and BBCIC sponsorships.

Premier

Mission



Thought Leadership Programs

High Impact Benefits

- Shape payer-aligned frameworks that guide future coverage decisions.
- Gain visibility as a trusted partner in advancing evidence and access.
- Build relationships with decision-makers across payers, PBMs, providers, and regulators.
- Access early intelligence and insights to brief your organization.
- Demonstrate leadership on issues that define the future of managed care.

Low Investment, High Return

- Programs are designed for efficiency. AMCP manages logistics, research, and facilitation.
- Flexible participation. You can contribute data, expertise, or perspectives without heavy resource demands.
- Cost-effective opportunity compared to larger sponsorships or research initiatives.
- View goals and participation options.

[More Information](#)



AMCP Thought Leadership Mission: Transforming Evidence into Action

AMCP is a leader at the intersection of evidence and access, turning barriers into solutions that translate clinical, real-world, and patient experience data into actionable insights for better medication decisions and improved patient outcomes.

How AMCP Influences Change

- Trusted Authority: Uniquely represents the complete range of managed care professionals, combining deep expertise in pharmacy, clinical practice, and health policy to guide evidence-based medication access decisions.
- Unbiased Viewpoint: Creates impartial education, tools, and policy guidance that assist healthcare decision-makers in aligning evidence with medication access
- Recognized Market Catalyst: Has a proven history of bringing together cross-functional stakeholders to collaboratively address challenges, share insights, and promote evidence-based solutions that enhance medication access and patient outcomes.

Active Programs

- Advancing the Use of Real-World Evidence in Coverage Decisions.
- Optimizing Biomarker Testing in Oncology.
- Making Patient Experience Data Matter in Coverage Decisions



Active Thought Leadership Programs



Advancing the Use of Real-World Evidence in Coverage Decisions

Why it matters: RWE has enormous potential, but payers need consistent standards to evaluate quality and reduce bias.

Our work: AMCP is building frameworks, education, and multi-stakeholder collaboration to increase confidence and consistency in RWE use.



Optimizing Biomarker Testing in Oncology

Why it matters: Despite clinical guidelines, biomarker testing is unevenly applied, leaving patients without access to targeted therapies.

Our work: AMCP engages payers and providers to align coverage with best practices, expand real-world evidence, and reduce gaps in precision medicine adoption,



Making Patient Experience Data Matter in Coverage Decisions

Why it matters: Patient perspectives are essential but often undervalued in formulary and coverage decisions.

Our work: AMCP is clarifying the role of PED, educating payers, and creating tools to integrate it into decision-making, advancing more transparent and patient-centered care.



Webinars

Increase your organization's awareness and visibility of your brand or product by presenting on topics or issues to an audience of health plans and managed care professionals.

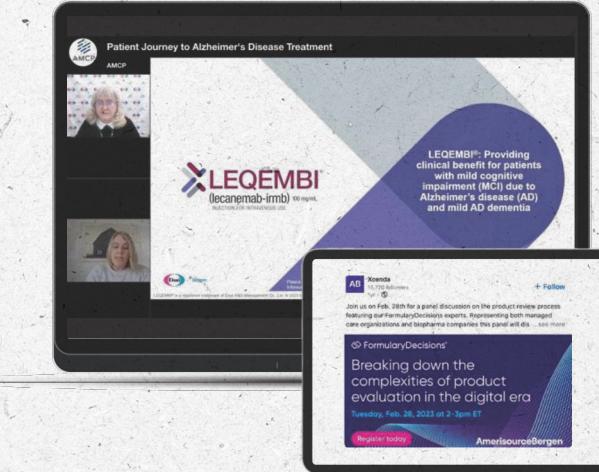
Science & Innovation Webinars

S&I webinars address critical topics and trending developments, offering informative deep dives into areas like value-based care, patient access, medication management, and more. These are hosted and marketed through AMCP channels. Sponsors may elect to host webinar recordings on AMCP channels for up to one year.

[More information](#)

PIE (Pre-Approval Information Exchange) Webinars

These webinars allow pharmaceutical companies to share pre-approval information with health care decision-makers playing a pivotal role in the planning for future product approvals, early reviews, coverage decisions, and budget forecasting. Webinars are hosted on FormularyDecisions® to verify eligible registrants and extend the viewing reach.

[More information](#)[Contact for Pricing](#)

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Podcast Series

Unscripted The AMCP Podcast series offers modern perspectives on disease insights and management. These engaging audio narratives stimulate thoughtful discussions, offer valuable insights, and showcase the latest trends in pharmacy and managed care.

Podcast examples:

- Transforming Chronic Idiopathic Constipation with a Drug-Free Treatment Solution
- IBD: Innovations, Challenges, and the Future of Managed Care

Sponsorship benefits:

- Your brand receives prominent exposure in each episode, raising awareness among health care decision-makers and influencers.

[View example](#)[Contact for Pricing](#)

Multi-podcast package deals are available.

[Learn more](#)**1,000**

Listeners each
bi-weekly release

50,000

Projected
listens in 2025



AMCP | JMCP Omnichannel Offerings

Expand the reach of your sponsorship or education through digital and print advertising options that elevate your message to the stakeholders that will move the needle on your business.

Journal of Managed Care + Specialty Pharmacy (JMCP) Supplements

Connect with 20,000 managed care pharmacy decision-makers by sponsoring a JMCP Supplement. These specialized publications provide in-depth research, evidence-based articles, and cutting-edge insights on a specific therapeutic area or health care topic. Supplements are peer-reviewed publications that are approved by and distributed through JMCP print and online.

JMCP Outsert

Sponsor a JMCP Outsert and deliver your message to thousands of health care professionals and decision-makers seeking the latest research, clinical guidelines, and evidence- based insights. This highly visible advertising opportunity allows you to insert your promotional materials, brochures, or product information directly into the JMCP print edition.

AMCP.org and JMCP.org Digital Advertising

Run display banners (ROS) or digital takeovers ad on AMCP.org and JMCP.org. Messages can appear on the website with option to continue showing once the visitor leaves with social media ads, remarketing and geo-fencing options.

Disease State Resource Centers

Establish your company as a valuable resource for health care professionals by sponsoring our Disease State Resource Centers. These online hubs offer in-depth information, research, and educational resources on specific disease states, serving as a trusted go-to reference for clinicians, researchers, and industry experts.

Conference Coverage

Elevate your brand's visibility throughout our national meetings by sponsoring our Conference Coverage. With dedicated reporters capturing key moments, insights, and interviews, your sponsorship will provide valuable exposure as we cover the meeting's most impactful sessions, panel discussions, and emerging trends.



AMCP | JMCP Omnichannel Offering (cont.)

Conversation with Experts

Align your brand with industry expertise and thought leadership by sponsoring our Conversation with Experts series. As a sponsor, you can open a dialogue with your selected key opinion leader, sharing insights and addressing key health care challenges. This discussion produces a JMCP outsert distributed in print and online.

Poster Spotlight

Distinguish your brand and elevate its visibility by sponsoring a Poster Spotlight. This opportunity allows you to transform your key opinion leader's poster presentation into a JMCP outsert for exclusive recognition and exposure. Outserts are distributed through JMCP print and hosted on the AMCP website for one year.

ePoster

Display your research year-round in an interactive format on the AMCP eModel Hub, a platform to support the exchange of clinical and economic information between pharmaceutical companies and payers.

e-Newsletter Sponsorship

Extend your brand's reach and engage with our extensive subscriber base by sponsoring an AMCP e-Newsletter. With a custom sponsorship package, your company will gain high visibility in one of AMCP's routinely distributed e-Newsletters, reaching thousands of health care professionals and industry stakeholders.

Focus on Disease

Highlight your company's commitment to advancing care and improving patient outcomes by sponsoring a Focus on Disease e-Newsletter series. This in-depth exploration into specific diseases delivers a comprehensive line-up of four or more pertinent, cited, payer-focused articles curated or published by AMCP. Reach up to 20,000 subscribers and drive brand awareness with two banner ads per newsletter.

[View AMCP Reach](#)[View JMCP Reach](#)



Market Insights Program Features

Market Insights is a non-promotional, sponsored initiative to enhance the knowledge and competence of managed care professionals in managing population health. AMCP offers customizable educational programs with deliverables.

- **Partner with a Leading Educational Resource:** Content is disseminated under the respected AMCP brand with sponsor recognition.
- **Comprehensive Educational Strategy:** AMCP handles program execution and the development of all deliverables.
- **Relevant Content Curation:** Experts involved in these programs are actively employed and directly engaged in coverage decision-making.
- **Content Repurposing:** Extend the reach of the content through AMCP and Journal of Managed Care and Specialty Pharmacy (JMCP) channels.
- **Sponsor Recognition:** Sponsors are acknowledged unless anonymity is requested.

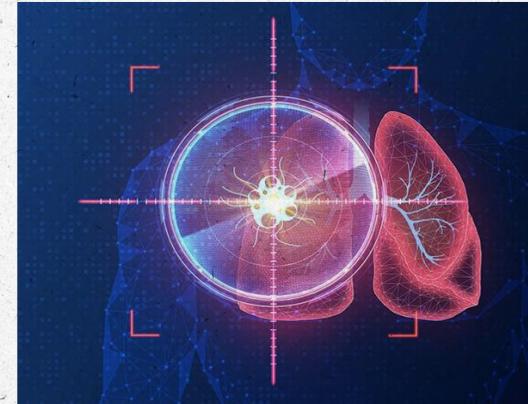
Key Sponsor Value:

- Elevate clinical management of common and rare disease states through Key Opinion Leader and peer-driven insights
- Measure reach across multiple channels
- Disseminate through credible, peer-reviewed insights on JMCP
- Enhance visibility and recognition at national-level forums
- Brand your program with a trusted, unbiased association



Market Insights Programs Options

- **Option 1 - Market Insights Virtual Roundtable:** Curate disease state and clinical & therapeutic management education.
- **Option 2 - Best Practice Market Insights:** Identify specific peer-to-peer recommendations around a particular topic.
- **Option 3 - Chief Medical Officer:** Chief Pharmacy Officer Summit. Uncover executive insights on policy and formulary access strategies for populations to share broadly in the Market.
- **Option 4 - Regional Payer:** Provider Roundtables. By addressing local differences in payer policies, provider networks, and healthcare infrastructure, these roundtables help translate national best practices into actionable, community-specific strategies.
- **Option 6 - AMCP Affiliate Programming:** Opportunity to bring Market Insights findings to regional AMCP's 13 chapters to uncover unique aspects of clinical care and coverage decisions.
- **Option 5 - Pulsed Research:** Real-time research offering to keep up with market and disease state management trends



Cancer – Non-Small Cell Lung Cancer (NSCLC)

Delve into cutting-edge research in advancing precision medicine for NSCLC. See how managed care interventions can directly improve clinical outcomes of NSCL patients.



[Read the findings in JMCP](#)

[Listen to Webinar](#)

[Watch Best Practice Webcast](#)



[View Best Practice Infographic](#)

Contact for Pricing



Patient Journey Collection

“In Their Words”

Payers must go beyond the surface to truly understand the patient experience in order to make the most informed policy and access decisions.

“In Their Words” captures the patient's journey from disease diagnosis to treatment and the everyday challenges they face.

By sponsoring an AMCP's patient journey video, you can:

- Strengthen your brand's value with payers
- Foster informed decision-making
- Demonstrate your commitment to advancing health care through personal and powerful narratives.

Join us in making a meaningful impact on patient lives by investing in the patient journey video series today.

Sponsored Opportunity:

- Virtual patient recording
- Professionally curated by a Creative Director
- Edited recordings are housed on AMCP's Market Insights program landing page
- Disseminated via AMCP.org, social media channels and AMCP National Meetings
- Additional promotions scheduled around disease awareness days and videos will be part of the “In Their Words” collection displayed at AMCP Annual and Nexus National Meetings
- Hosting on Patient Journey Landing Page
- Additional amplification options available during Disease Awareness Months.
- All Patient Videos will be showcased at Every AMCP National Meeting
- Multi-patient video package deals available



PATIENT STORIES

Bethany's Patient Story: Schizophrenia

\$25,000

View Collection

Multi-patient video package deals available.

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FDA Approval Social Amplification

Increase awareness of your new product approval through AMCP social channels and reach AMCP members and managed care pharmacy professionals that work at health plans.

Sponsored Opportunity:

- 1 social media message to match AMCP's Daily Dose newsletter article content and image
- Runs for 5 consecutive days
- Boosted and disseminated through LinkedIn and Meta
- Reaches current AMCP social followers, members, and a national health plan audience (30,000+ HCDM)
- Reporting provided on total impressions and clicks



The FDA has approved AMCP member [Ascendis Pharma's](#) therapy to treat adult patients with hormone disorders. The drug, Yorvipath, will become the only approved treatment for hypoparathyroidism, a rare disease that impacts between 70,000 to 90,000 in the U.S. Read more: <https://reut.rs/3M2UqKz> #sponsored #hypoparathyroidism #healthcare #pharmacy



Contact for
Pricing

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change.

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National Meetings

Two national meetings a year keep you connected and relevant in a rapidly changing health care system.

AMCP 2026

April 13–16, 2026, Nashville, TN



AMCP NEXUS 2026

October 26-29, 2026, Chula Vista, CA



 **AMCP 2026**



NEXUS 2026

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National Meetings

AMCP 2025 Spotlight

Learn more at amcpannual.org



AMCP 2025
MARCH 31-APRIL 3 | HOUSTON



31

Education Sessions



395

Poster Presentations



17

Satellite Symposia



268
Conference
Buddy Pairings



1,199
Meetings
Scheduled



80

Exhibitors



36

Sponsors

[ABOUT](#)[**CORPORATE MEMBERSHIP**](#)[**SPONSORSHIP OPPORTUNITIES**](#)[**CONTACT**](#)**National Meetings**

Resource & Experiential Sponsorships

Amplify your sponsorship or education with digital and print advertising options, including lanyards, pocket guides, hotel key cards, and more, to keep your message front and center with attendees.



View the online sponsorship gallery for details and pricing.

**Learn more at
amcpnexus.org**

**Learn more at
amcpannual.org**

[ABOUT](#)[**CORPORATE MEMBERSHIP**](#)[**SPONSORSHIP OPPORTUNITIES**](#)[CONTACT](#)**National Meetings**

Spotlight Sessions

Spotlight Sessions in the Expo provide organizations with a unique platform to share expertise and thought leadership with an engaged audience of health care professionals and decision-makers. Sessions are available in formats ranging from 15 to 60 minutes.

Opportunity	Spotlight: 15	Spotlight: 30	Spotlight: 60
Location	Stage in Expo Hall	Theater in Expo Hall	Theater in Expo Hall
Capacity	Assorted seating for 30	Assorted seating for 50	Assorted seating for 80
Investment	\$7,500	\$30,000	\$45,000

*Prices are subject to change.*



National Meetings

Research | Poster Breakfast Spotlight

This exclusive offering elevates your presence with your target payer audience in an environment that fosters collaboration and idea exchange.

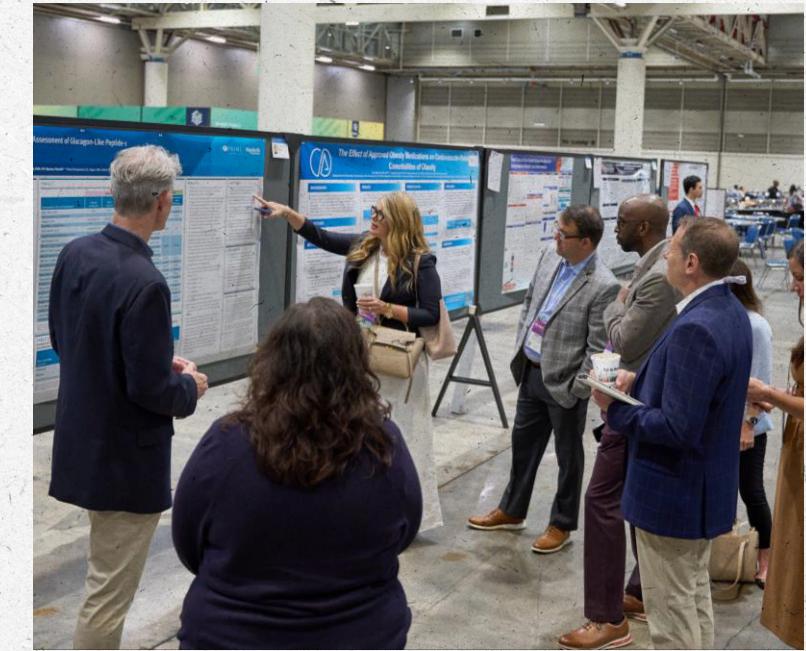
Curate Your Experience: Showcase your latest research in an informal, networking-focused environment designed for meaningful connections.

Showcase Your Work: Present AMCP posters, encore posters, or other data to a targeted audience of health care decision-makers.

Invitation-Only Access: AMCP will send personalized invitations to 50 selected attendees, ensuring a carefully curated group. We'll also promote the event to drive attendance and engagement.

Exclusive Expo Hall Access: Host your invitees in the Expo Hall—reserved exclusively for your event—creating an immersive networking experience.

Private Breakfast Session: Serve a hot breakfast to select attendees to foster networking and deeper discussions in a more intimate setting.



Contact for
Pricing

Prices are subject to
change.

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National Meetings

Booth Packages

- Standard: \$52 / sq. ft.
- Members: \$47 / sq. ft.
- Corners: \$300 each

Included in your booth:

- Each 10'x10' exhibit includes 8' back drape with blue and gray drape and a 3' blue drape side divider.
- Booths 300 square feet or less also receive a 7"x 44" identification sign.

Aisle carpet is blue.

** Exhibits do not include carpet, table, chairs, or any booth furnishing. Booth carpet is mandatory, and materials can be ordered through the Exhibitor Services Kit available from Freeman.*

Specialty Pavilions and Booth Packages*

- Non-Profit: \$2,600 (10x10 only)
- Emerging Business \$3,200 (10x10 only)
- Tech & Innovation Zone: \$52 / sq. ft.

**Speak with our team to see if your organization is eligible.*

[Learn More](#)

*Prices are subject to change.



Tech & Innovation Zone showcases new technologies to bridge gaps in patient adherence, quality assurance, health disparities and access to care. Featured products include digital therapeutics, smart devices, web and AI-supported applications.



Why Exhibit?

“

And by having a booth here (AMCP event), I found that I am walking away with no less than 50 business cards for just a few hours of sitting at a booth here.”

Steve Gudvagen

Senior Director
of Pharmacy Advisory Services
Optum

“

There's been a lot of excitement because people are seeing each other and it is a bit of a different atmosphere, and I think there's a lot of excitement about new opportunities.”

Sejal Jonas

Director
PRECISIONvalue

“

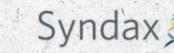
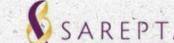
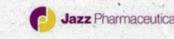
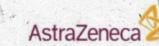
A large portion of our customers are with the AMCP family, so this is a great opportunity for us to get in touch with our current customers as well as expand and “meet new customers.”

Dan Raynard

Product Manager, Abbott Laboratories

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Sponsors – AMCP 2025



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AMCP's Annual Pharmacy Policy Summit



PHARMACY POLICY Summit 2025

This one-day, high-impact program brings together approximately 200 decision-makers and thought leaders in managed care to explore pressing issues at the intersection of policy, patient access, and pharmaceutical innovation.

Designed to foster meaningful dialogue and actionable outcomes, AMCP's Policy Summit offers an exclusive opportunity for sponsors to engage with policymakers, health plan leaders, and biopharmaceutical stakeholders committed to advancing evidence-based policy solutions.

[Learn more](#)

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Research Partnerships

Through the AMCP Research Institute and BBCIC you can drive impactful research and change that influences the future of managed care pharmacy and improves patient health.



AMCP Research Institute (ARI) is the research arm of AMCP and encompasses all facets of research related to managed care pharmacy- from cost analyses to policy support, clinical care, and beyond.

[Learn more](#)

Part of AMCP Research Institute, BBCIC was established in 2015 as a collaborative initiative dedicated to advancing research and knowledge in biologics and biosimilars.

[Learn more](#)

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Corporate Professional Training

Collaborate with AMCP to create educational sessions that address pressing health care topics and advancements. Training can be used to onboarding new hires and expanding the expertise of current employees.

Fundamentals of Managed Care

The Fundamentals of Managed Care Pharmacy Program 3rd Edition provides an updated comprehensive introduction to basic concepts in managed care pharmacy. Learners will explore key aspects of managed care pharmacy, including its evolution, pharmacy benefit management tools and strategies, specialty pharmacy, Medicaid and Medicare, quality measures, HEOR

[Learn more](#)

Medical Benefits Training

AMCP's Medical Benefit Medication Management is a 7-part series. This self-paced e-Learning training program is designed to fit into a busy schedule and delivers the foundational concepts of medical medication management within 40-minute modules.

[Learn more](#)

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Corporate Professional Training

Advanced Principles of Formulary Management

A new advanced training course designed for entry to mid-level managed care pharmacists and managed care professionals working at a health plan or Pharmacy Benefit Manager (PBM) in formulary management. The Advanced Principles of Formulary Management training program provides managed care pharmacy professionals with the essential skills and best practices needed to optimize drug formularies and excel in their career. This training program is accredited for Continuing Pharmacy Education.

[Learn more](#)

IRA University

A new AMCP learning series focused on the Inflation Reduction Act (IRA). It offers timely education on policy changes, drug pricing reforms, and their impact on managed care pharmacy.

[Coming Soon](#)

RWE Training Program

AMCP Research Institute is offering a new program that equips managed care professionals with the skills to design, interpret, and apply real-world evidence. It provides practical tools to strengthen decision-making and demonstrate value in health care.

[Coming Soon!](#)



Independent Medical Education (IME)

Partner with AMCP to design and implement Independent Medical Education (IME) programs. Through grants you'll collaborate with us to create educational sessions that address pressing health care topics and advancements.

Typically presented at AMCP national meetings as continuing education sessions, IME programs serve as a platform for disseminating vital information to health care professionals. The IME program can also be extended to AMCP affiliate chapters for a wider reach and impact.

- Position your organization as a trusted source on critical health care issues
- Gain visibility through accredited continuing education or satellite symposia
- Reinforce your commitment to advancing evidence-based care





Build Your Own: Launch Package Bundle

Build a tailored package with AMCP's omni-channel offerings to elevate your launch and showcase your product's value.

Pre-Approval Information Exchange Webinar

Connect with health care decision-makers compliantly with your PIE information via PIE webinars. Webinars are hosted on FormularyDecisions® to verify eligible registrants and extend the viewing reach

FDA Approval Amplification Message

Share a social post in the AMCP network with your FDA product announcement, which will be elevated with paid media to reach current AMCP members and national health plan audience (30,000+ HCDM

Science and Innovation Webinar with Video Clip Pull-Through Assets

Record a webinar which will be broadcast to AMCP members and non-members with live Q&A (attendance ranges from 35-150).
Add-on offering: Webinar video highlights

- 3 video clips hosted on AMCP's YouTube channel and website
- Social posts and videos are elevated with paid media to reach current AMCP membership and the national health plan audience. Included in AMCP's member News & Views eNewsletter

Meeting Presence:

- Exhibit Booth or Private Meeting Room
- Spotlight -15 Session

Contact for Pricing

Prices are subject to change.

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Connect With Us!



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corpopportunities@amcp.org

