



Connect with managed care pharmacy decision-makers.

Partner with AMCP to optimize medicine and improve patient outcomes.

PODCAST OPPORTUNITIES



Who is AMCP

- The Academy of Managed Care Pharmacy (AMCP) formed in 1988, is the professional association leading the way to help patients get the medications they need at a cost they can afford.
- AMCP's diverse membership of pharmacists, physicians, nurses, biopharmaceutical professionals, and other stakeholders leverage their specialized expertise in clinical evidence and economics to optimize medication benefit design and population health management and help patients access cost-effective and safe medications and other drug therapies.
- AMCP members improve the lives of nearly 300 million Americans served by private and public health plans, pharmacy benefit management firms, and emerging care models.





AMCP by the Numbers

*AMCP has **58%** share of voice (SOV) in the managed care pharmacy conversation.*

8,000

Individual members and growing

Work for the
22 of the top 25
health plans in the
United States

Two national
conferences attracting
4,000+
managed care
pharmacy professionals

110

Corporate members,
including all of the top 25
pharmaceutical companies

Influence health care
coverage of nearly
300 million
patients

50,000+

Visitors to AMCP, AMCP
Research Institute, BBCIC,
AMCP Foundation and
AMCP Learn websites



Top Ranked

JMCP Peer Review Journal
with on and offline
readership of
30,000+
managed care decision
makers

Source: AMCP Share of Voice benchmark, Prosek, 2024

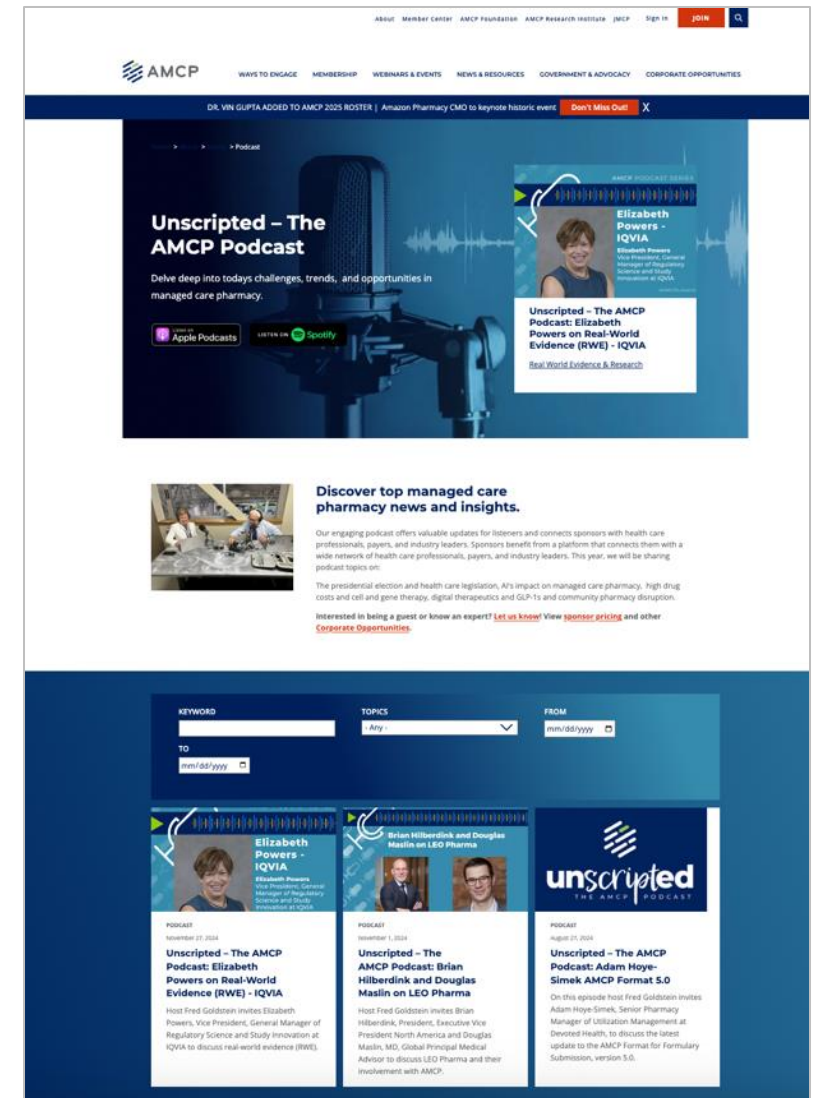
AMCP “Unscripted” Podcast

Podcast

Launched in January of 2023, there have been more than 30 AMCP podcasts and 170,000 listens to date. “Unscripted” is the #1 podcast source for managed care pharmacy news and insights and recently updated to include video interviews. These discussion style narratives include a knowledgeable health care host and provide an attractive platform for educating through deeper discussion and storytelling. Podcasts reach wide audience of health care professionals, payers, and industry leaders. Podcasts distribution includes AMCP.org and HealthCareRadioNow and can be found on your favorite podcast channels such as Apple and Spotify.

- 550 average listens a month
- 6,000 average listens a year

Rate: Starting at \$10,000 for a 15-minute podcast



Podcast Advertising Opportunities

Podcast Sponsor

Sponsor a podcast on a managed care pharmacy emerging trend topic. Open to one company, “Brought to you by” recognition in all marketing materials, episode (end) and website pages as funding partner. Includes short description about company and link to website. Podcast featured on AMCP podcast page banner for two weeks prior and two weeks after podcast. Topics include, but not limited to:

- AI and Health Care Technology
- Digital Therapeutics
- Health Care Policy and Cost (GLP 1’s, cell and gene therapy, biosimilars/specialty)
- Health Disparities
- Real-World Evidence
- Precision Medicine
- Pharmacy Workforce

Digital Advertising

Unlimited number of sponsors. Includes standard display ads on AMCP.org podcast page(s) two weeks prior and two weeks after podcast. If custom creative is needed, additional service cost of \$5,000.

AMCP.org Podcast Page

Featured advertising add-ons.



The screenshot displays the AMCP.org website with a focus on podcast advertising. At the top, the AMCP logo and navigation menu are visible. A banner for the "Unscripted - The AMCP Podcast" features a microphone and a green callout box that reads "Sponsored Feature" and "75-character headline and 3-word CTA link". Below this, a section titled "Discover top managed care pharmacy news and insights." includes a small image of a panel discussion and a "Digital Display Ad Here" callout. At the bottom, a search interface for podcast episodes is shown, with three episode cards displayed. Each card includes a date, title, guest name, and a brief description. A final "Digital Display Ad Here" callout is positioned at the bottom right of the page.

Podcast Advertising Opportunities

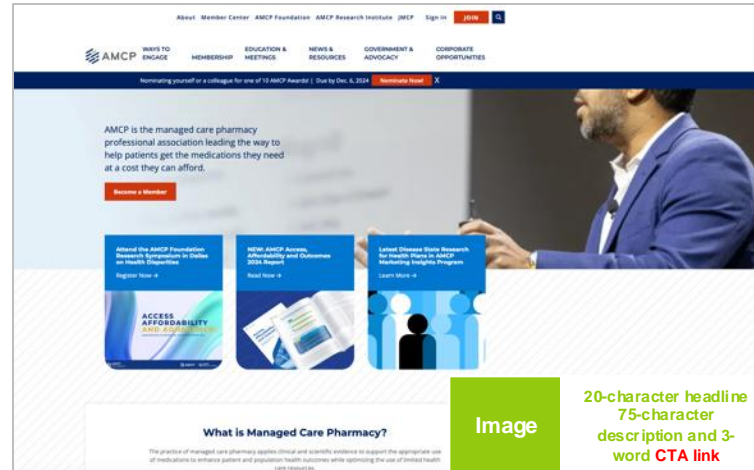
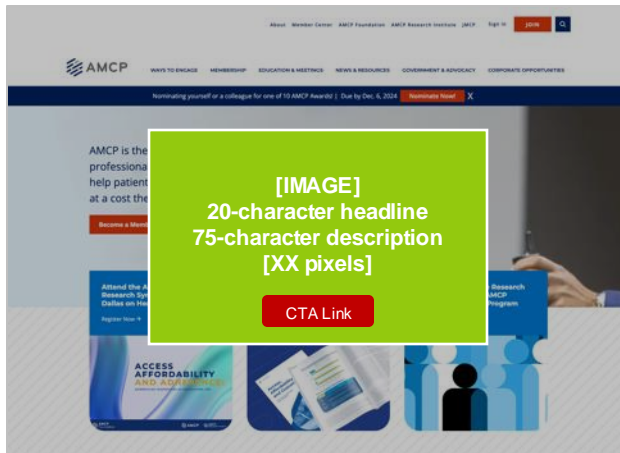
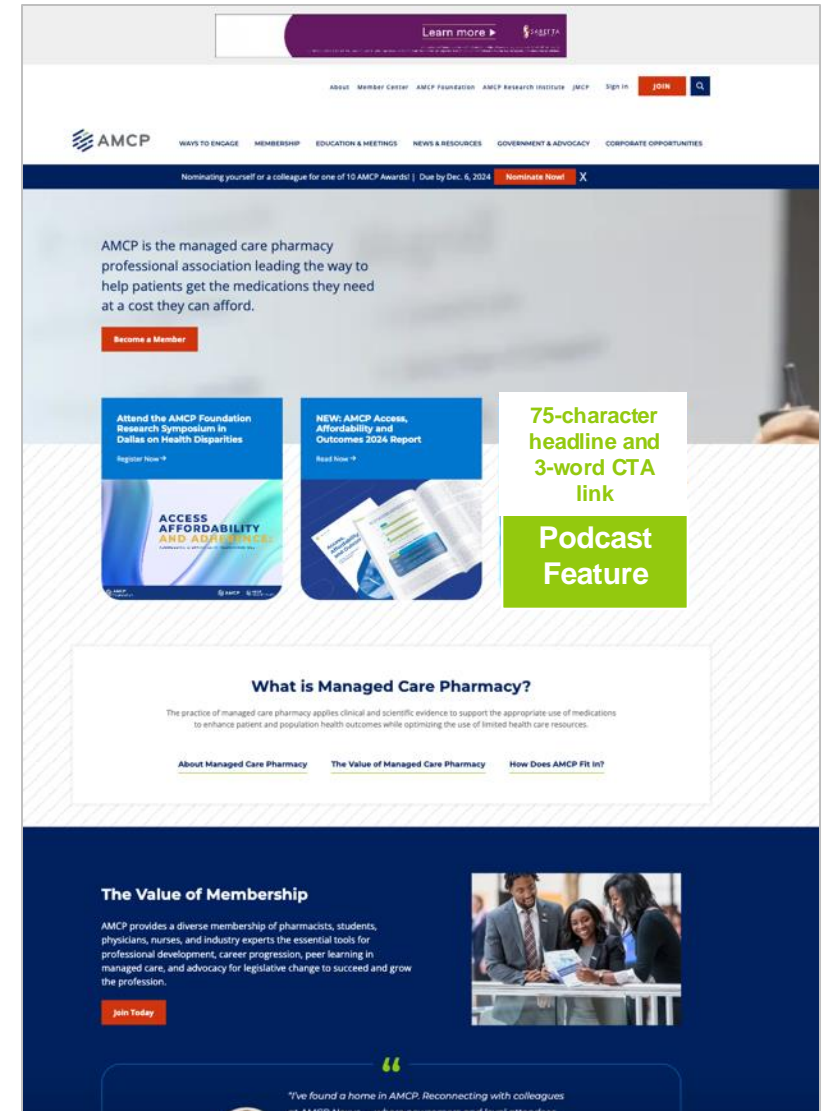
AMCP.org Home Page

Featured advertising add-ons.

Pre-roll:

30-second sponsored video or static image message about product or service.
Limited to three per episode.

Pricing on request.



AMCP Membership

Corporate Membership

Join AMCP as a corporate member to connect with more than 30,000 health care decision-makers and amplify your influence in the industry. Enjoy invaluable opportunities through national conferences, AMCP Collaborate discussions, market insights, and exclusive networking events that position you at the forefront of managed care. AMCP can tailor membership packages designed to meet your evolving outreach and engagement goals.

Individual Membership

At both national and state levels, AMCP advocates for evidence-based medication strategies that enhance access, improve health outcomes, and promote responsible health care spending. Our members include:

- Students enrolled in a pharmacy programs or a doing a residency or fellowship
- Licensed pharmacists, physicians, nurses, and physician assistants working in a managed care setting
- Managed care professionals working to enhance patient outcomes at health plans, biopharmaceutical companies, PBMs, IDNs, patient advocacy groups, consulting firms, and academia.

Membership benefits can be found at AMCP.org/membership



Connect with Us

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