



# 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

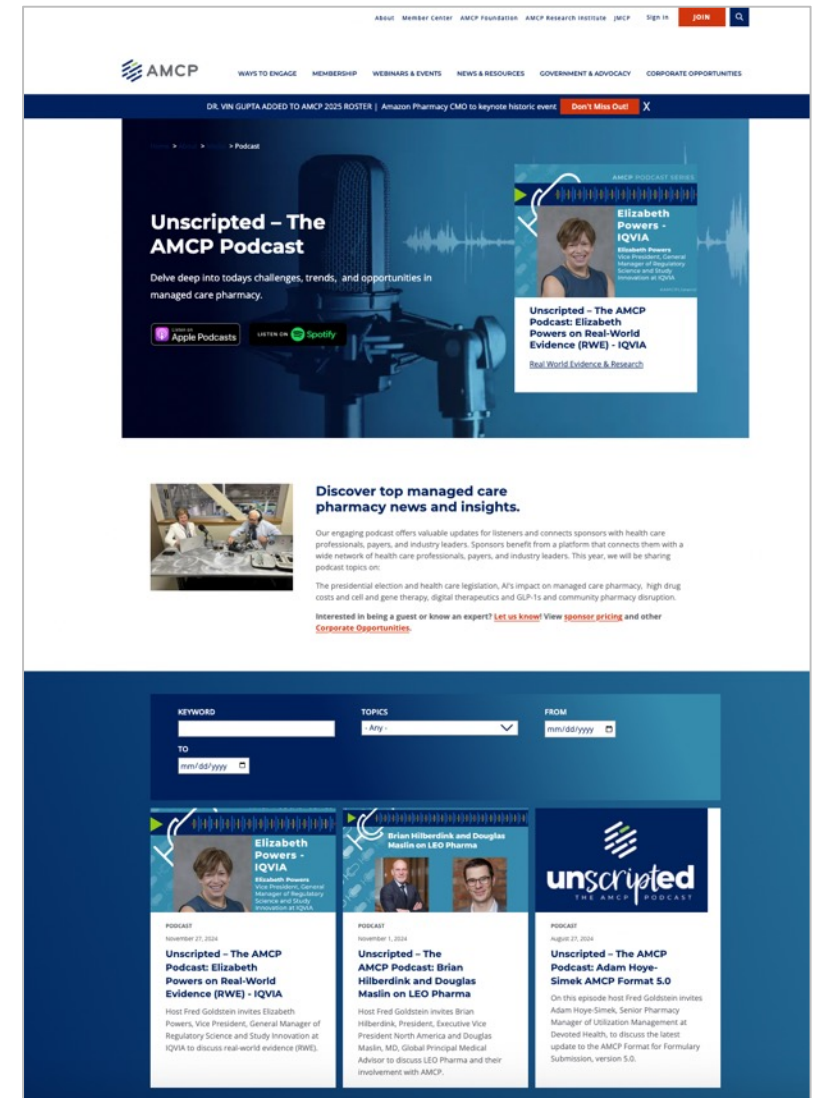
# AMCP “Unscripted” Podcast

## 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 shows the AMCP website's podcast page. At the top, there is a navigation bar with the AMCP logo and links for 'WAYS TO ENGAGE', 'MEMBERSHIP', 'WEBINARS & EVENTS', 'NEWS & RESOURCES', 'GOVERNMENT & ADVOCACY', and 'CORPORATE OPPORTUNITIES'. Below the navigation bar, there is a search bar and a 'JOIN' button. The main content area features a large banner for 'Unscripted - The AMCP Podcast' with a 'Sponsored Feature' callout. The banner includes a microphone image and text: 'Unscripted - The AMCP Podcast', 'Delve deep into today's challenges, trends, and opportunities in managed care pharmacy.', and 'Sponsored Feature'. Below the banner, there is a 'Digital Display Ad Here' callout. The page also displays a list of podcast episodes with search filters for keyword, topics, and dates. The episodes listed are: 'Unscripted - The AMCP Podcast: Elizabeth Powers on Real-World Evidence (RWE) - IQVIA', 'Unscripted - The AMCP Podcast: Brian Hilberdink and Douglas Maslin on LEO Pharma', and 'Unscripted - The AMCP Podcast: Adam Hoye-Simek AMCP Format 5.0'. The AMCP logo is visible in the bottom left corner.



# Podcast Advertising Opportunities

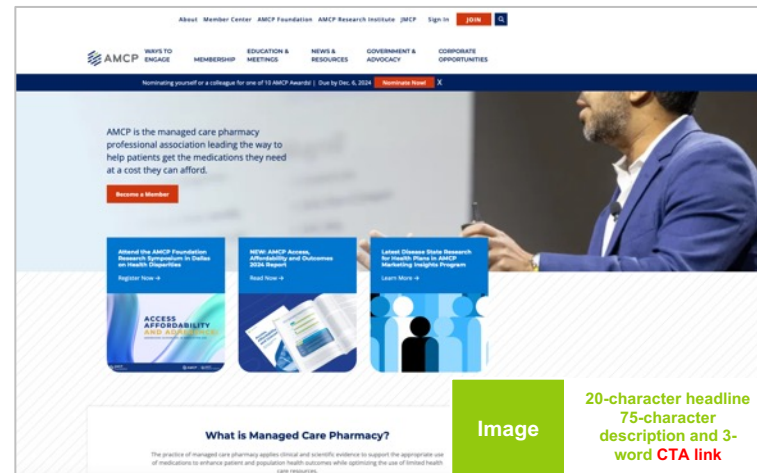
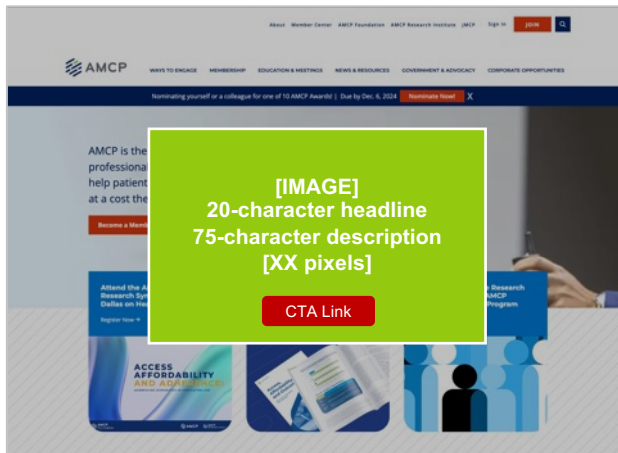
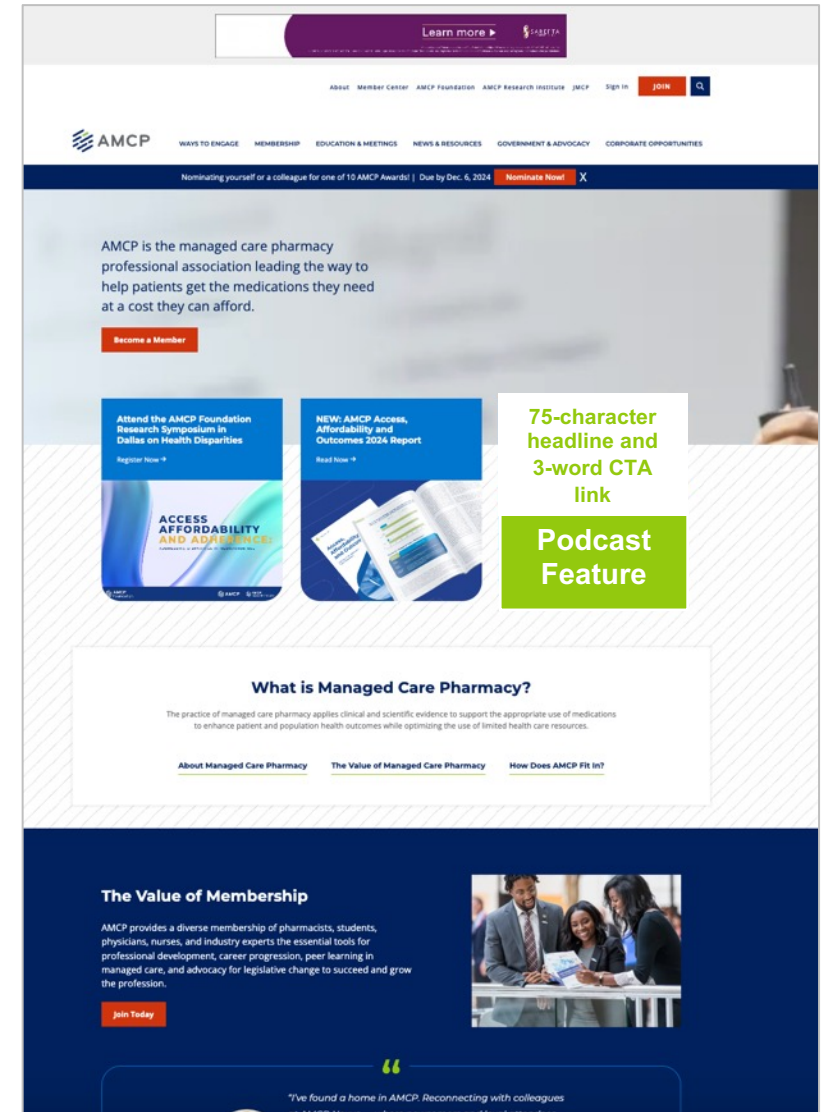
## AMCP.org Home Page

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.

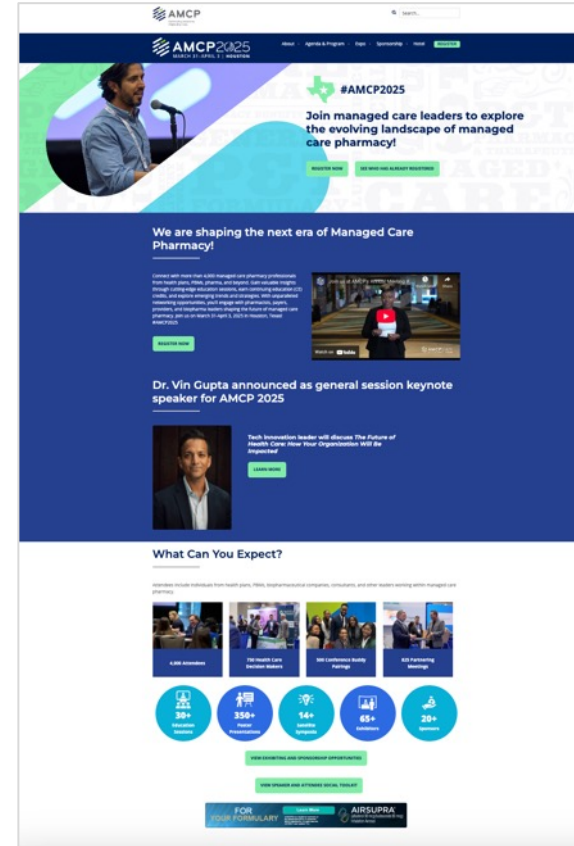
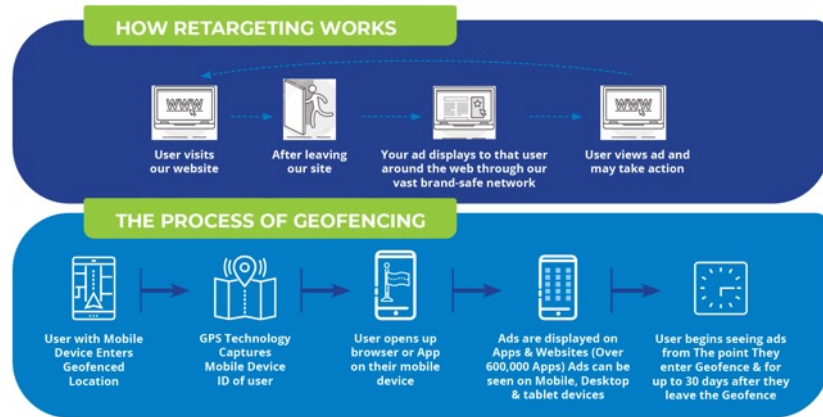


# AMCP National Conference Opportunities

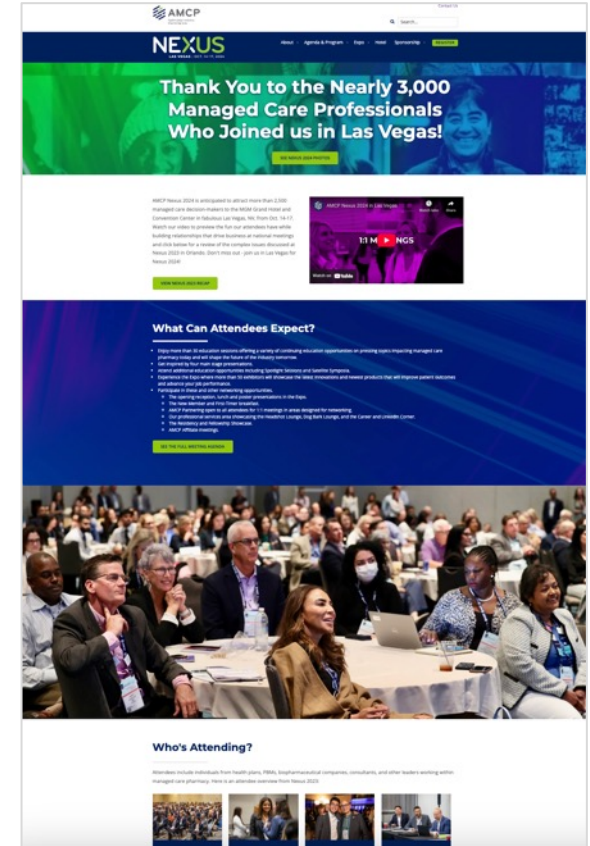
## AMCP Annual Conference Digital Display Remarketing & Geofencing

We'll keep momentum of your brand awareness during and after AMCP annual conferences when interest is high. We'll deliver 200k digital banner ad impressions over a 3-month campaign targeting AMCP 2025 meeting registrations using geo-fencing and display remarketing strategies.

**Rate: \$7,500/200,000 impressions**



AMCPAnnual.org



AMCPNexus.org





# AMCP National Conference Opportunities

## National Meetings and Conference Coverage

Send onsite reporters to an AMCP conference to provide up-to-the-minute highlights from a payer perspective and distribute them via multiple channels.

## Printed Conference Recap

100% SOV. Sponsor a recap of sessions and insights from an AMCP National meeting. Format includes 12-16 pages with in-depth interviews and highlights from the meeting. Polybagged with JMCP printed issue and delivered to 10,000 managed care pharmacy decision-makers following the conference. Includes up to five ad pages in a premium position.

## Spotlight Sessions for Thought Leadership

Showcase the latest drug therapies, technologies, therapeutic areas, or disease states to managed care pharmacy professionals during our Spotlight Session at AMCP National Meetings. Speaking opportunities range from 15 to 60 minutes.

**Rates start at \$7,500**





# AMCP National Conference Opportunities

## Annual Meeting Sponsorships

AMCP offers numerous opportunities to enhance your organization's visibility among managed care pharmacy decision-makers at our national meetings. Expand your reach with digital and print advertising options such as lanyards, pocket guides, and hotel key cards. Choose from general meeting sponsorships or experiential and resource sponsorships tailored to specific events or attendee services. Your support will be acknowledged on the meeting website, app, and signage. Explore our online library for creative sponsorship options.

## Annual Meeting Exhibiting

AMCP's meetings are your chance to meet the movers and shakers within managed care and specialty pharmacy, including health plans, accountable care organizations, integrated delivery networks, and other health care market insiders. Our Expo includes between 60 and 80 exhibitors and approximately 3,500 attendees. Your booth will receive extra visibility during opening night receptions, lunches, Spotlight Sessions, and poster presentations. With dedicated hours, the Expo is a high-profile part of every attendee's experience.

**Up-to-date offerings can be found on [AMCPAnnual.org](http://AMCPAnnual.org) and [AMCPNexus.org](http://AMCPNexus.org)**



# 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](https://AMCP.org/membership)



# Connect with Us

[www.amcp.org/corporateopportunities](http://www.amcp.org/corporateopportunities) ● [corpopportunities@amcp.org](mailto:corpopportunities@amcp.org)