2024 IAMHP TRUSTED PARTNER PROGRAM & Sponsorship Opportunities
Who We Are

The Illinois Association of Medicaid Health Plans (IAMHP) is a trade organization that represents the entire Medicaid Managed Care Industry in Illinois. This includes Aetna Better Health of Illinois, Blue Cross Blue Shield of Illinois, CountyCare, Humana, Meridian Health and Molina.

What We Do

As a member organization for the Medicaid managed care health plans, IAMHP works with the IL state government, legislators, advocacy groups and Medicaid patients to invest in and provide high-quality healthcare focused on cost-effective, individualized care that helps the residents of Illinois live longer and healthier lives.

Trusted Partner Program

IAMHP has been serving the needs of Illinois Medicaid members, health plans, industry partners and providers for many years. But improving healthcare delivery systems is a never-ending job. That is why trusted partnerships with industry leaders is so crucial in achieving better healthcare outcomes. The IAMHP Trusted Partner Program gives you and your team access to the latest industry news, an opportunity to promote your business, priority access to events, business liaison support and more.
How We Can Help

The IAMHP Trusted Partner Program is an essential tool to establish relationships with potential partners in the Illinois Medicaid Managed Care Industry. After the Trusted Partner Program's redevelopment, IAMHP has been able to tailor a more intimate experience for our Trusted Partners and ultimately help businesses and organizations across the healthcare sector.

As a Trusted Partner, your organization will have access to IAMHP's Monthly Membership webinar series that provides insight on the healthcare industry in Illinois, monthly educational webinars, opportunities to connect with and network with the Medicaid Managed Care Organizations, access to promote your business, build brand awareness, increase your reach, generate exposure, enhance relationships with contacts across the healthcare sector and access to business liaison support from the IAMHP team.
Why Become a Trusted Partner?

- Free access to paid membership webinar's *(a value of more than $800)*
  - Trusted Partner's receive an all access code to attend IAMHP's Lunch and Learn and Sip and Refresh membership webinars which cover a range of topics including Medicaid billing, Medicaid and healthcare policy changes, value-based care, quality initiatives, community engagement, partnerships with providers and community organizations, and other Medicaid related matters

- Complimentary Tickets and Discounts to our Annual Conference *(a value of more than $1,100)*
  - As an IAMHP Trusted Partner you will receive two complimentary annual conference tickets and additional tickets for your staff at a discounted member price

- Record and partner with IAMHP on the SamSays podcast series *(a $500 value)*
  - IAMHP Trusted Partners can join IAMHP's podcast as a guest for free and discuss important healthcare topics and ultimately educate the healthcare ecosystem about their organization

- Gain direct access to networking and communication opportunities
  - Promote your organization's unique contributions and skill sets to healthcare industry leaders with a presentation to the Health Plan CEOs and leadership teams

- Receive consultative liaison support from IAMHP
  - IAMHP will help your organization to foster and maintain strategic partnerships, identify opportunities, implement solutions and target new markets

- Share content and extend your reach
  - Your logo will be displayed on the IAMHP website with a direct link to your organization’s page and you will be able to promote any upcoming events on IAMHP's website calendar
IAMHP Trusted Partner Program Benefits

- **Intuitive**
  - As a liaison, IAMHP will identify key opportunities to help your organization maximize success in the Medicaid healthcare space

- **Attention**
  - Our selective program allows us to create an intimate membership experience to ensure we are attentive to the needs of our Trusted Partners

- **Measure**
  - Our program produces measurable results for exposure of your organization with our podcast ranking in the top 50% of podcasts, webinars consistently seeing an over 70% attendance rate, and a circulation of over 2,000 contacts for our newsletters and email communications - all of which program members have the opportunity to partner on with IAMHP

- **Harness**
  - Along with serving as a liaison, IAMHP continues to identify the talents and offerings of our Trusted Partners and find opportunities to most effectively utilize them in order to continue to strengthen the Medicaid program and healthcare ecosystem here in Illinois

- **Priority**
  - Our Trusted Partners receive the utmost priority with premier access to events, including complimentary tickets to our annual conference - a value of over $1,200 - and priority consideration for speaking, partnership, sponsorship and networking opportunities
The IAMHP team brings an in depth amount of knowledge and insight into the Medicaid and healthcare industry that brings value to the ICAHN membership. Their webinars, podcasts, trainings and their professionalism has been of critical value and helps us better support our member's needs.

The collaboration between us and the IAMHP team has been excellent and helps support the ICAHN mission. We look forward to this continued partnership and we recommend the Trusted Partner program to providers, trade associations, and vendors.

- Illinois Critical Access Hospital Network (ICAHN)

The IAMHP Trusted Partner Program is a great resource for any business, regardless of size.

The biggest value of IAMHP's Trusted Partner program is the opportunity to build relationships with our colleagues in the industry. MTM's membership with IAMHP supports us so we can continue improving member health outcomes. Being a member of IAMHP provides us with the latest industry information and the connections that we need to do our best work.

The IAMHP team makes it easy for us and we appreciate all that they do.

- MTM
IAMHP Trusted Partner Program

Trusted Partner Pricing

- Trusted Partner Yearly Membership
  - $5,500

- BEP Trusted Partner Yearly Membership
  - $4,500

- Provider Trusted Partner Yearly Membership
  - $4,500

- Association Trusted Partner Yearly Membership
  - Inquire for More Details

For more information contact

- Misty Turnbull
  - support@iamhpteam.org

Program Benefits

- Promotion
- Priority Access to Events
- Networking
- Latest Industry News
IAMHP
Sponsorship Opportunities
Sponsorship Opportunities

Sponsoring IAMHP events directly supports the healthcare ecosystem in Illinois because it allows us to continue educating and training Medicaid MCOs, health care leaders, law makers, policy makers, vendors, Trusted Partners, community advocates and providers.

IAMHP sponsorship opportunities also help build brand awareness, increase your reach, generate exposure, enhance relationships, exchange information and generate an overall more knowledgeable community.

IAMHP offers a variety of sponsorship opportunities including:

- Presenting Webinar Sponsors
- Corporate Webinar Sponsors
- Podcast Sponsors
- Newsletter Sponsors
- Ad Hoc Sponsorship
Webinar Sponsorship

Unlike other forms of digital engagement, webinars provide a unique space for businesses or organizations to have real, two-way conversations with various audiences of all sizes.

This kind of engagement and audience insight consistently fuels innovation, conversation and collaborative growth.

We are able to host webinars for Medicaid MCOs, health care leaders, law makers, policy makers, vendors, Trusted Partners, community advocates and providers thanks to our corporate and presenting sponsors.

Our webinar's consistently exceed industry standards with an over 70% attendance rate.

Presenting Sponsors

As a presenting sponsor, your business or organization will be able to share an interactive webinar on a topic of your choice to the IAMHP audience.

Sponsorship Rate: $2,500 per webinar (non-Trusted Partners)

Sponsorship Rate for Trusted Partners: $700 per webinar

Presenting Sponsorship Includes:

- Promotion of your company as the webinar's official sponsor before, during and after the webinar and on IAMHP's social media channels
- Opportunity to develop interactive poll questions and a post webinar survey
- Access to a list of registrants and attendees
Webinar Sponsorship

Unlike other forms of digital engagement, webinars provide a unique space for businesses or organizations to have real, two-way conversations with various audiences of all sizes.

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Our webinar's consistently exceed industry standards with an over 70% attendance rate.

Corporate Sponsors

As a corporate sponsor, your business or organization will be able to promote and share your company's mission, goal and vision before a complimentary IAMHP webinar.

Sponsorship Rate: $500 per webinar (non-Trusted Partners)

Sponsorship Rate for Trusted Partners: $250 per webinar

Corporate Sponsorship Includes:

- Promotion of your company as the webinar's official sponsor before, during and after the webinar and on IAMHP's social media channels
- Business exposure to all attendees and the opportunity to introduce webinar panelists
- Access to a list of registrants and attendees
Podcast Sponsorship

SamSays Podcast

SamSays is a podcast focused on Medicaid Managed Care that reaches Medicaid service providers, healthcare leaders, policy makers, community advocates, vendors and Health Plans. The SamSays podcast highlights and educates the community on important topics, partnerships and campaigns to continue supporting the needs of our community and members.

Our podcast consistently exceeds industry standards ranking in the top 50% of podcasts.

Podcast Platform

IAMHP utilizes the PodBean platform to publish our recordings. Previous recordings can be found here:

- https://iamhp.podbean.com

Sponsorship Rate: $500 per episode (non-Trusted Partners)

Sponsorship Rate for Trusted Partners: Fees are waived as part of membership

Podcast Sponsorship Includes:

- 15 min high quality digital recording
- Promotion on all IAMHP social media channels
- Episode link to share on your respected platforms, etc.
- Episode posting to the IAMHP website, PodBean page and social media channels
Newsletter Sponsorship

IAMHP's Quarterly Newsletters

Over 2,000 industry contacts receive IAMHP's quarterly newsletters.

Each quarter, IAMHP highlights a topic area important to the Medicaid space and these newsletters coincide with those themes. The newsletters also include highlights and contributions from our member Medicaid Managed Care Organizations (MCOs).

Contributing a meaningful article or content in one of our quarterly newsletter not only helps to keep others informed on important and relevant information, but also allows a unique opportunity for exposure, awareness and partnership with important industry leaders.

Sponsorship Rate: $250 per article (non-Trusted Partners)

Sponsorship Rate for Trusted Partners: Fees are waived as part of membership

Newsletter Sponsorship Includes:

- An article or content contribution to a quarterly newsletter of your choosing
- Logo placement
- Promotion on all IAMHP social media channels
- Newsletter link to share
- Circulation and exposure to over 2,000 industry contacts