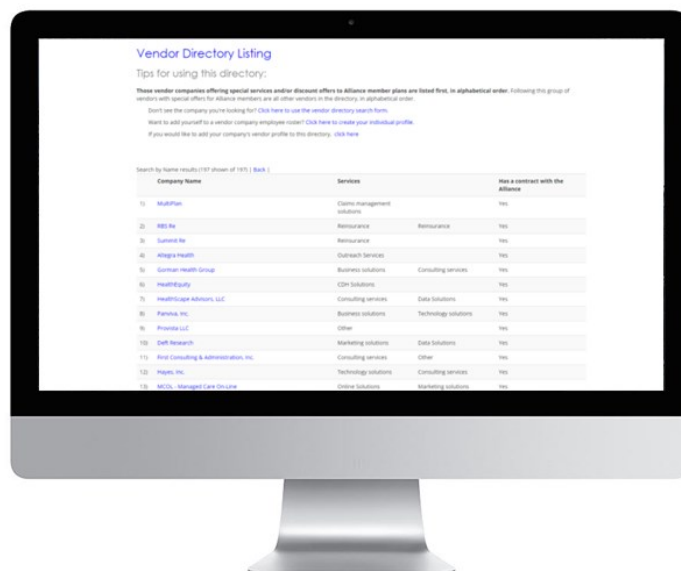


Take advantage of your complimentary vendor directory listing



When members are in need of a particular service they start with the Alliance vendor directory. It's also one of the places the Health Plan Alliance team goes when searching for subject matter experts to support our educational programs.

Complete vendor profile information is available exclusively to Alliance members. Using the directory, members can easily see and search for vendors, preferred business sponsors and member savings available through the Alliance group purchasing organization (GPO).

Create or update your listing any time

1. Go to healthplanalliance.org and see if your company has a listing in the directory: <http://bit.ly/Alliance-Directory>
2. If it does not already exist, add your company including your executive team leaders, logo and brochure.

Already have a profile?

Your designated company profile manager is the only user that has access to edit and add executive team members to your listing. If you need assistance with your profile, email Roe Carson, roe.carson@healthplanalliance.org.

LISTING CHECKLIST

To maximize the value of your vendor directory profile, be sure to include the following items and review and update your profile regularly.

- Logo
- Brochure
- Company thought leaders (include their headshots and bios)
- List of Health Plan Alliance [members](#) who are your customers
- Website URL (include <http://> to hyperlink the URL to your site)
- Phone number
- Federal Tax ID number
- Detailed description of your services (TIP: Optimize your profile for search by adding a list of keywords after your company description)