

A woman with long, wavy brown hair is smiling and gesturing with her hands as she speaks to a group of people in a meeting. The background is blurred, showing other people in a professional setting. The entire image has a blue tint.

Health Plan **Alliance**<sup>SM</sup>  
Sponsorship Opportunities

## Alliance members

Adventist Health Plan	Johns Hopkins HealthCare
Alliant Health Plans	Medical Associates Health Plans
Aspire Health Plan	MetroPlus Health Plan
Avera Health Plan	Mount Carmel Health Plan (MediGold)
AvMed	Neighborhood Health Plan of Rhode Island
Care N' Care Insurance Company, Inc.	Network Health Plan
Chinese Community Health Plan	Paramount Health Care
CHRISTUS Health Plan	Passport Health Plan
Community First Health Plans	Physicians Health Plan
Community Health Options	PreferredOne
Community Health Plan of Washington	Presbyterian Health Plan
CommunityCare	Prominence Health Plan
Cook Children's Health Plan	Providence Health Plans
Cox HealthPlans	Quartz Health Solutions
FirstCare Health Plans	Samaritan Health Plans
FirstCarolinaCare Insurance Company	Santa Clara Family Health Plan
Geisinger Health Plan	Scott & White Health Plan
Health Alliance Medical Plans	SelectHealth
Health Alliance Plan (HAP)	Sentara Health Plans (Optima)
Health First Health Plans	Sharp Health Plan
Health New England	SummaCare
HealthTeam Advantage	Valley Health Plan
Healthy State	Western Health Advantage
Indiana University Health Plans	

*Current as of 11/1/2018*

## About the Alliance

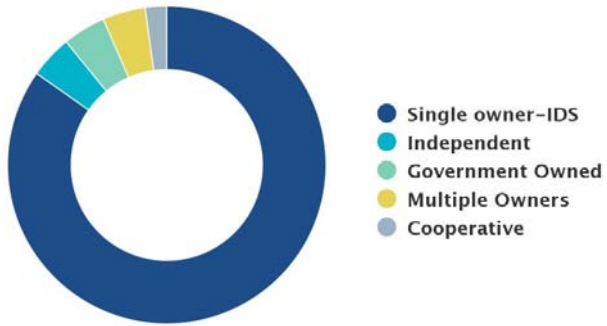
The Alliance is a member-owned, member-driven health plan network. We work together with local health care providers and the support of industry experts, to advance the health of our communities. By aggregating our talent and resources, we are able to innovate with efficiency and scale.

### NETWORK FACTS

- 48+ health plans
- 3,500+ health care professionals
- Supports 11.5 million lives nationwide
- Spans more than 30 states

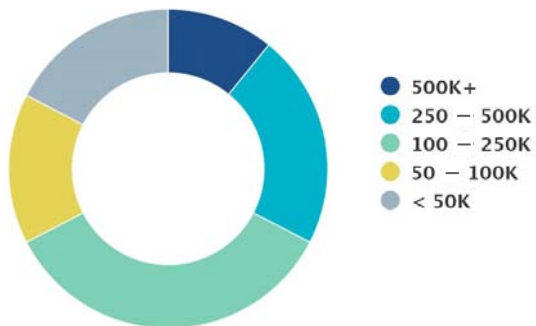
## OWNERSHIP

80 percent are owned by a single owner-IDS or provider entity



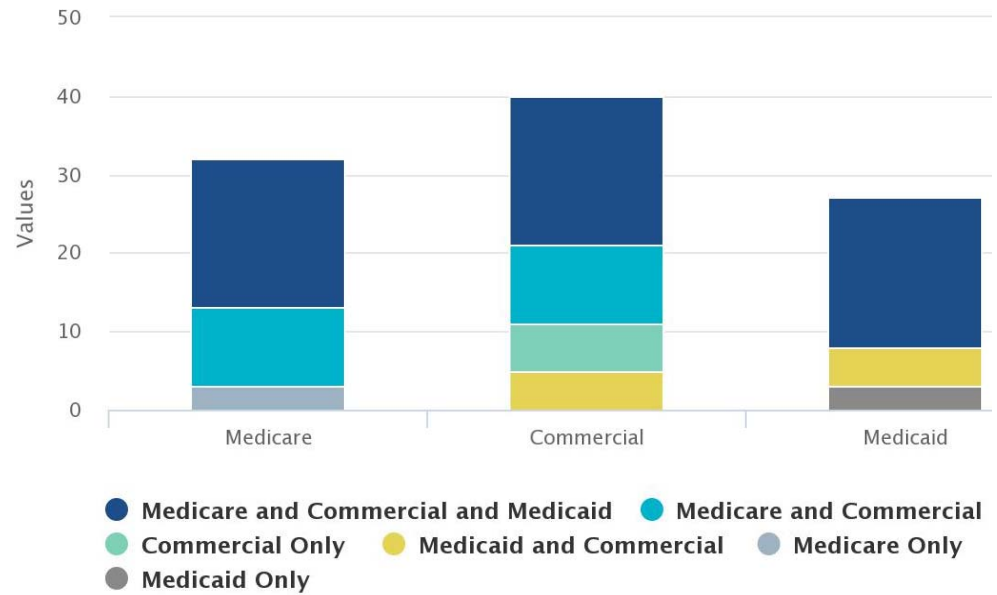
## COVERED LIVES

70 percent of Alliance member health plans cover more than 100,000 lives



## PRODUCT LINES

74 percent serve more than one line of business



# Maximize your visibility

## Join our group purchasing organization (GPO)

There's no better way to increase your visibility, credibility and grow your business with our members. We carefully select companies that align with our members' needs and are willing to offer our members exclusive savings they won't find anywhere else.

**FACT:** In 2017, **90%** of our members participated in at least one GPO contract, spending in aggregate more than **\$56 million** with the companies in our GPO.

Let us help facilitate introductions with your key prospects and work with you to attain your goals. PLUS, this year we're adding two more reasons you'll want to join our GPO—discounted pricing and first priority on event sponsorships.

### ADMIN FEES

Maximum 3% of revenue generated in new business from our members during the contract term.

## 2018 Alliance GPO

In 2018, the following companies participated in the Alliance GPO, helping our members improve health care delivery in their communities by offering exclusive savings and discounts on their industry leading services.

Altegra Health	MultiPlan
Alliance of Community Health Plans (ACHP)	MSP Recoveries
Carrot Health	The Phia Group
Deft Research	Provista
First Consulting	RBS Re
FlexTech	Simplify Healthcare
Health Equity	Stonegate
Hayes	Summit RE
HealthScape	SPH Analytics
MCOL	Wakely



## Become a preferred business sponsor

Keep your company top of mind year-round. Invest between \$25K and \$150K in event sponsorships and/or the GPO, and gain access to a package full of exclusive brand building benefits. Plus, you'll have the opportunity to strategize with the Alliance leadership team, gaining valuable insight into timely market trends.

“ HealthScape's involvement in the Alliance as a preferred business sponsor has yielded many benefits. We appreciate the high level of engagement from Alliance members, as well as the excellent visibility we receive and insights we gain through participation in value visits, webinars, and more. We view the Health Plan Alliance as a strategic partner and look forward to our continued partnership.

— Alexis Levy, Managing Director, HealthScape

## Thank you to our 2018 preferred business sponsors

### PLATINUM

MultiPlan  
RBS Re  
Summit RE

### GOLD





Cognizant

### SILVER

DST Health  
HealthEquity  
HealthScape  
Panviva  
Provista  
Stonegate

### BRONZE

Centauri Health Solutions  
Change Healthcare  
Dynamic Healthcare Systems  
EyeMed  
FlexTech  
FurstGroup  
HealthEdge  
Health Integrated  
Milliman  
Performance Clinical Systems  
The Phia Group  
Pulse8

PREFERRED BUSINESS SPONSOR BENEFITS	 PLATINUM \$150,000	 GOLD \$100,000	 SILVER \$50,000	 BRONZE \$25,000
One hour strategic planning session with Alliance leadership	2	1	1	1
Article featured on website and e-digest*	12	8	6	4
Targeted email to Alliance members	6	4	2	1
Guest blog post featured on website, e-digest and social	1	1	---	---
Video featured in directory listing	Yes	—	—	—

Preferred business sponsors also receive: consideration for special joint projects such as focus group studies, member surveys, on-site programs for members and benchmarking reports; consideration for speaking roles at value visits (requires specific subject matter expertise); acknowledgement on Alliance website; use of the Alliance name and/or logo with approval.

\*In addition to what is included with other sponsorships.

# Sponsorship opportunities

The number of sponsors is limited by event. Priority will be given to companies participating in our GPO and preferred business sponsors. Discounted pricing is also available to companies participating in our GPO that contribute between \$25K—\$100K annually in admin fees.

## Leadership Forum

Convene in the spring and the fall with Alliance health plan leaders to collaborate on the top strategic issues facing their organizations.

### \$20,000

\$19,000 .....\$25K in GPO admin fees  
 \$17,500 .....\$50K in GPO admin fees  
 \$15,000 .....\$100K in GPO admin fees

## Value Visit

Focused on Alliance members' top strategic challenges of the year, your organization will hear health plans share their successes, challenges, pain points and opportunities. Have your company thought leaders join the dialog to gain valuable business insights, share their expertise and build relationships with your target audience.

### \$15,000

\$14,000 .....\$25K in GPO admin fees  
 \$13,500 .....\$50K in GPO admin fees  
 \$12,500 .....\$100K in GPO admin fees

## Fly-In

Collaborate with a group of Alliance members over a one day work session focused on a specific challenge. Each event is limited to two sponsors providing your business thought leaders quality time to collaborate and network with event attendees.

### \$10,000

\$9,500 .....\$25K in GPO admin fees  
 \$9,000 .....\$50K in GPO admin fees  
 \$8,500 .....\$100K in GPO admin fees

## Workgroup

Problem-solve with our members on specific topics year-round. Workgroups are an excellent way for your organization's experts to share their insight and build rapport with your organization's top decision-makers and influencers.

### \$15,000

\$14,500 .....\$25K in GPO admin fees  
 \$14,000 .....\$50K in GPO admin fees  
 \$13,000 .....\$100K in GPO admin fees

## Innovation Fair

Held during select value visits. Get quality time with members in an expo setting to discuss your organization's products, services and solutions.

### \$10,000

\$9,500 .....\$25K in GPO admin fees  
 \$9,000 .....\$50K in GPO admin fees  
 \$8,000 .....\$100K in GPO admin fees

## Spotlight webinar..... \$5,000

Showcase your company's capabilities to Alliance members with a one hour webinar. Highlight your products and services, a case study or industry best practices.

**NEW! Directory Listing .....\$500**

When our members are looking for an outside business partner they start with our directory. Includes your company description, brochure, staff contact info., articles and documents. You will also have access to a dashboard to track your listing's completeness, views and document downloads.

A complimentary listing is included with all sponsorships. Companies interested in increasing their visibility and staying top-of-mind with Alliance members, but who are not interested in a sponsorship at this time, may purchase listing in the directory. The cost of the listing will be deducted from any sponsorship purchased in the same calendar year.



Stonegate is extremely pleased with and very appreciative of our continued collaboration with the Health Plan Alliance. Our involvement in the GPO and sponsorship of key events has significantly increased our exposure across Alliance member plans and measurably driven top line growth and a positive ROI.

— Marc E. Pierce, CEO, Stonegate

SPONSOR BENEFITS	Leadership Forum, Value Visit, Fly-In	Workgroup	Innovation Fair	Spotlight Webinar	Directory Listing
Passes to sponsored event	2	---	2	---	---
Attendee list and one-time email use of the list*	•	•	•	•	---
Article featured on website and e-digest	2	2	2	•	---
Document / White paper featured on website and e-digest	2	1	1	---	---
One 8 ft. black draped table, two chairs, electrical outlet and Wi-Fi	---	---	•	---	---

Leadership Forum, Value Visit, Fly-In and Innovation Fair sponsors also receive: use of the Alliance name and/or logo with approval, recognition at the event, logo on signage and event page, acknowledgement on event materials, option to distribute materials or gifts to participants.

\*The email must receive prior approval from a member of the Health Plan Alliance.

## Contact us

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**Health Plan Alliance**

[healthplanalliance.org](http://healthplanalliance.org)