



Advancing High Performance Health

Corporate Partner Program



**Advancing Collaborations
for High Performance**

What Does It Mean to Be an AMGA Corporate Partner?

You are more than just a name on a list. You have opportunities to make lasting connections and establish collaborative partnerships with the leading healthcare organizations in the country.

Becoming an AMGA Corporate Partner will help you advance collaborations that empower both you and AMGA members, adding incalculable benefits including:

- Direct contact with the individuals who make purchase decisions, select vendors, and establish partnerships for the top medical groups in the U.S.
- Opportunities to collaborate and work alongside key leaders in our field, keeping you and your contributions top-of-mind
- Discounted access to the venues and events where business relationships develop

The program is designed to allow you the freedom and flexibility to choose which opportunities work best for you. Whatever your networking and professional goals are, becoming an AMGA Corporate Partner will ensure you get there.

“Novo Nordisk is proud to be a Chairman’s Circle member of the AMGA Corporate Partner Program and appreciates the multitude of opportunities to engage with some of the largest medical groups and integrated healthcare delivery systems in the U.S. Shaped by industry input, the program offers many benefits to ensure return on relationship and investment.”

*Kristie Raker, Director,
Professional Association Relations,
Novo Nordisk*



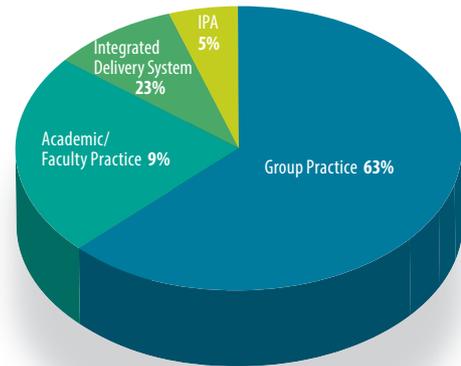
What Is AMGA?

At AMGA, we're leading the transformation of health care in America because we believe in the power of healthier communities. By working alongside top professionals in our field and acting as their voice in the public sphere, we're paving the way for medical groups and integrated systems of care to deliver the next level of high-performance health.

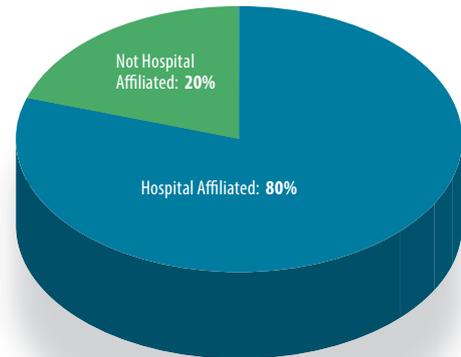
Together, we're more than just an association, we're a community of leaders. AMGA, our members, and our corporate partners form a team dedicated to dramatically improving population health and care for patients at lower costs.

More than 170,000 physicians practice in our member organizations, delivering care to one in three Americans. Representing many of the nation's most prestigious integrated systems of care, we have the insight and expertise to truly advance the way patients experience health care.

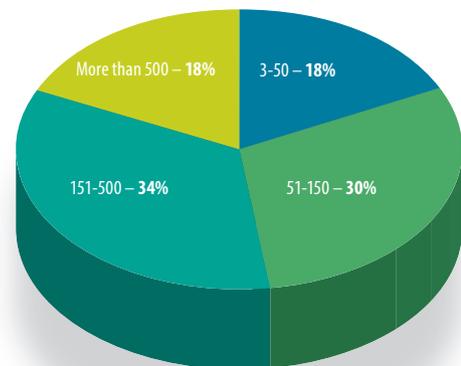
Member Groups by Organization Type



Member Groups Hospital Affiliation



Member Groups by Number of Physicians



AMGA's Corporate Partner Program

We asked individuals like you what they were looking for in business relationships. With that input, we designed our Corporate Partner Program to provide the components which were of most value to you.

- **Access**
- **Return on Relationship**
- **Return on Investment**

“Our partnership with AMGA has helped align our organization behind a common goal of enhancing population health and care for patients through integrated systems of care. The marketing opportunity we have had to engage and collaborate with its more than 170,000 physicians has been exceptional—since AMGA has assembled the nation’s largest, most prestigious healthcare organization thought-leaders. We also appreciate AMGA’s continued innovation as they continue to offer new solutions that help achieve our long-term strategic goals year after year.”

*Guy Mansueto, VP Marketing,
IBM Watson Health*

Our program puts you in direct contact with the leaders of the largest medical groups, integrated healthcare delivery systems, and ACOs in the U.S. These are the organizations’ decision makers who greenlight purchases and projects, choose vendors, and establish collaborative partnerships. By joining us, you will have opportunities to develop relationships with these institutions to the degree you feel best suits your needs.

More than just an opportunity to list your name next to other firms with similar interests, you work side-by-side with your desired market. We will help you continue to develop and expand your healthcare programs, products, and services with direct provider input, cutting-edge information and research, regular accessibility to the nation’s healthcare leaders, and a true partnership within one of the most influential healthcare trade associations in the country.

The Corporate Partner Program rewards you for your total investment during the course of the year. The program offers you two levels of participation:

- Premier (\$27,500)
- Executive (\$5,750)

If you choose to participate at the Premier level, you will have the opportunity to earn participation points to reach the Chairman’s Circle, which affords additional benefits and access to our members.

Premier Corporate Partners can participate in the Chairman’s Circle if you accumulate 100,000 points (based on the total investment made) during the course of the year. As points accumulate, so does your level of access to the benefits of membership. Points will be rewarded based on the amount invested (one point for every one dollar invested). In addition, “specials” will be rewarded with bonus points for investments in specific projects.

Access

Private Meetings with Healthcare Leaders:

An extremely valuable benefit, available only to organizations at the Chairman's Circle, is a formal, private roundtable discussion meeting with some of the leaders of our member medical groups.

Access to Online Membership Directory:

All participating organizations are given access to our password-protected online membership directory, which includes the name and contact information for every AMGA member group, along with the names and titles of primary decision makers. Members of the Chairman's Circle and Premier Corporate Partners receive enhanced data.

First Consideration on Partnership Opportunities:

You are given "right of refusal" when we approach Corporate Partners for new programs and products being developed for its members.

Preference on Exhibit Hall Space: You have preference in location of your exhibit booths at our meetings, ensuring a high-visibility, high-traffic location.

AMGA's VIP List Mailing Labels: Complimentary sets of AMGA's VIP list are available for your direct mail campaigns (labels provided electronically).

Onsite Meeting with AMGA Senior Executives: Meeting with members of our senior team will help you learn about trends and issues affecting medical groups nationwide.

Return on Relationship

Special Acknowledgements: Members of our Chairman's Circle receive special acknowledgement and recognition at the Opening General Session of our Annual Conference.

Listings on AMGA's Website: Corporate Partners at all levels are given a listing in the Corporate Partner section and our Supplier Showcase, the virtual exhibit hall located on our website (there is no limit on the size of your listing).

Banner Ad in Online Membership Directory:

All organizations participating receive an ad in the online membership directory. This ad rotates periodically with those of fellow Corporate Partners and is viewed by medical group leaders nationwide 24 hours a day, 7 days a week as they search the directory for information they use to contact and network with their fellow members.

Acknowledgement Advertisements: To thank you for your support and provide you with an additional means of recognition, AMGA places your organization's listing in the *Industry Partner Directory* that appears in the May issue of the *Group Practice Journal*. Chairman's Circle members are given an enhanced listing.

Partnership Recognition: Your organization is given prominent recognition when partnering with us and our members on projects, including award presentations and conferences.



Return on Investment

Discounted Rates at Conferences: Representatives of your organization are able to attend our national conferences at the discounted member rate.

Discount on Exhibit Space: You receive a discount on exhibit space at our Annual Conference.

Discounts on Advertisements: Advertising in the *Group Practice Journal* offers a marketing reach into the medical group community like no other association publication in the industry. *GPJ* has a readership of 75,000 and is sent to the head of every medical group in the country. By taking advantage of this advertising tool, you keep your corporate messages in the minds of the medical group community and save thousands of dollars each year via advertising discounts.

Other Member Benefits

As a Corporate Partner, you can participate in educational activities and receive up-to-date information through AMGA's resources.

Subscription to Our Publications: To keep pace in the ever-changing industry of health care, you receive subscriptions to the *Group Practice Journal*, *Inside AMGA*, *High Performance Health Weekly*, and *Advocacy E-News*.

Access to the Member Portion of the AMGA Website: You have access to the "members only" portion of our website, allowing you to stay connected to the nation's medical groups and the latest developments in the medical group community.

Banner Ads in Selected AMGA E-publications: As a member at the Chairman's Circle or Premier level, you receive a banner ad in *Inside AMGA*, our official monthly newsletter.

"Cejka Search has been an Executive Corporate Partner of AMGA for over a decade, sharing benchmark data and best practices that help members to effectively attract and retain physicians and advanced practitioners. Especially in light of today's shifting healthcare dynamics, AMGA's openness to developing new tools and services of value to its constituents is a distinguishing benefit to both members and partners."

*John Gramer, President,
Cejka Search*



Comparison of Corporate Partner Costs and Benefits

Three levels of participation are available for your organization to choose from, with the access and visibility increasing with each level.

Benefits	Chairman's Circle 100,000 points	Premier \$27,500	Executive \$5,750
Special Acknowledgement and Recognition at Opening General Session of Annual Conference	●		
Annual Private Meeting (with Board of Directors or other group of members)	●		
<i>Group Practice Journal</i> Table of Contents Banner Ad (email we would send out to members, etc., prior to the <i>Journal</i> mailing)	●		
Annual Onsite Meeting with AMGA Senior Executives	●	●	
Webinar Opportunities (webinar is done in partnership with a member medical group)	●	●	
Discount on Exhibit Space (at Annual Conference)	20%	10%	5%
Hospitality Suites Available at Annual Conference (extra fee)	●	●	
Banner Ad in E-publication <i>Inside AMGA</i>	●	●	
Advertising Discount in the <i>Group Practice Journal</i>	20%	10%	5%
Mailing Labels (AMGA Executive Contact List)	6	4	1
Subscriptions to Publications (<i>Group Practice Journal</i> , <i>Inside AMGA</i> , <i>E-NewS</i> , etc.)	20	10	2
Listing in AMGA Industry Partner Directory in <i>Group Practice Journal</i>	●	●	●
Enhanced Listing in AMGA Industry Partner Directory in <i>Group Practice Journal</i>	●	●	
Banner Ad (online Membership Directory)	●	●	●
Access to online Membership Directory	●	●	●
Enhanced Access to Online Membership Directory (expanded demographics)	●	●	
Supplier Showcase Listing (AMGA website)	●	●	●
Member Rate at AMGA Meetings	●	●	●
Industry News (press releases in AMGA publications)	●	●	●
First Consideration on Other Projects	●		
Second Consideration on Other Projects		●	
Third Consideration on Other Projects			●
First Choice on Exhibit Space	●		
Second Choice on Exhibit Space		●	
Third Choice on Exhibit Space			●

For additional information on how to join the AMGA Corporate Partner Program, please contact Bill Baron at 703.838.0033 ext. 336 or wbaron@amga.org or Colleen Stern at 703.838.0033 ext. 329 or cstern@amga.org.



One Prince Street
Alexandria, VA 22314
amga.org

AMGA Corporate Partner Application Form

Company Name _____

Company Address _____

City/State/ZIP Code _____

Title _____ Phone/Fax _____

Email Address _____

Description of Primary Healthcare Offerings:

Please summarize your services in the space provided below.

Please check level of participation desired:

Premier Corporate Partner (\$27,500)

Executive Corporate Partner (\$5,750)

Payment: Please send me an invoice

Check

VISA

MasterCard

American Express

Card Number _____

Expiration Date _____

Print Cardholder's Name _____

Cardholder's Signature _____

Please consider registering online at amga.org. You may also fax corporate partner application forms and credit card payments to 703.548.1890 or mail with check to AMGA, One Prince Street, Alexandria, VA 22314-3318.