



**2021 OAHP  
General  
Sponsorship  
Opportunities**



Ohio Association of Health Plans

20 East Broad Street, Suite 701 | Columbus, Ohio 43215 | 614/228-4662

[WWW.OAHP.ORG](http://WWW.OAHP.ORG)



# 2021 General Sponsorship Opportunities

## OAHP Member Health Plans:

- Aetna
- AmeriHealth Caritas
- Anthem BlueCross/BlueShield
- AultCare
- Buckeye Health Plan
- CareSource
- Cigna
- Humana
- Medical Mutual of Ohio
- Molina Healthcare of Ohio
- Paramount Health Care
- SummaCare
- The Health Plan
- UnitedHealthcare Community Plan
- UnitedHealthcare of Ohio

## OAHP Affiliate Members:

- Audio Net America
- Avesis: a Div. of Guardian Life Insurance Company of America
- Delta Dental
- DentaQuest
- Navitus Health Solutions
- OSU Health Plan
- Versant Health

The Ohio Association of Health Plans represents fifteen (15) member health plans providing insurance coverage to more than 9 million Ohioans through employer sponsored coverage, the individual insurance market, and public programs such as Medicare, Medicaid and the Health Insurance Exchange Marketplace. As the statewide trade association for the health insurance industry, OAHP actively promotes and advocates for **quality health care for Ohioans and access to a variety of affordable health care benefits for all consumers in Ohio.**

Expand your footprint in Ohio with OAHP! The Ohio Association of Health Plans offers a variety of opportunities throughout the year for direct networking and marketing to Ohio's leading health insurers.

OAHP promotes its events and educational opportunities to its member plans and a number of health plan leaders through E-News Clips, OAHP weekly updates, and direct mailings. OAHP events draw professionals from around the state who take advantage of the educational opportunities by OAHP. These professionals include:

- *CEOs*
- *COOs and CFOs*
- *Medical Directors*
- *Attorney's*
- *Government Relations*
- *Provider Relations*
- *Member Services*
- *Sales and Marketing*
- *Compliance*

## Why sponsor with OAHP?

There are valuable avenues to get in front of OAHP member health plans, whether through the annual convention, the executive forum, networking luncheons or member meetings which are scheduled throughout the year.

- ★ **2021 Virtual Executive Forum** ~ **SOLD OUT** ~ Meeting with top Ohio health insurance executives and Medical Directors
- ★ **2021 Delegate Committee Meetings** ~ Meetings with top Ohio health insurance executives and decision makers
- ★ **2021 Medical Director Meetings** ~ **SOLD OUT** ~ Meetings with member health plan Medical Directors
- ★ **2021 Networking Luncheon** ~ Networking luncheon opportunity with top Ohio health insurance executives and decision makers
- ★ **2021 White Paper or Case Study Submission** ~ Highlight your thought leadership to member health plans while guiding readers to understand solutions that will drive their success
- ★ **2021 OAHP Webinars** ~ Webinar opportunities to expand your brand visibility by showcasing your product or service solution to OAHP member plans

# OAHP Supporting Membership

Membership with OAHP is an invaluable tool for integrating, building relationships, promoting your solutions or services, and exchanging information and best practices. We are committed to helping you achieve your business objectives. Discover through the below benefits how an OAHP membership can be an integral part of your company’s business plan.

Please contact Gina Beyer at [gbeyer@oahp.org](mailto:gbeyer@oahp.org) or (704) 550-9323 for questions or further information.

<b>SUPPORTING MEMBERSHIP LEVEL BENEFITS</b>			
<b>Annual Membership Benefits:</b>	<b>Supporting Membership</b>	<b>Elite Supporting Membership</b>	<b>Elite Plus Supporting Membership</b>
Annual membership effective January 1, 2021 – December 31, 2021	✓	✓	✓
Invitation to participate in bi-monthly legislative and regulatory briefings hosted by President and CEO	✓	✓	✓
Invitation to learn and network with OAHP members at OAHP Annual Convention & Trade Show	✓	✓	✓
Receipt of digital member Weekly Update	✓	✓	✓
Subscription to digital OAHP daily E-News Clips	✓	✓	✓
Company branding displayed in daily E-News Clips	✓	✓	✓
Company name and link displayed on OAHP website	✓	✓	✓
First offering of sponsorship opportunities	✓	✓	✓
Preferred rate for OAHP programs and special events as available	✓	✓	✓
Choice of either a white paper or case study posting: post up to two (2) white papers or case studies (or a combination thereof) on OAHP website within the term of twelve (12) month annual membership. SEE ALL ADDITIONAL BENEFIT FEATURES on page 7	✓	✓	✓
Invitation to submit one (1) sixty (60) minute educational webinar: SEE ALL ADDITIONAL BENEFIT FEATURES on page 8	✓	✓	✓
<b>Two (2)</b> attendees at OAHP Annual Convention & Trade Show	✓	✓	✓
Partner spotlight: includes one (1) company highlight opportunity featured on the OAHP website homepage	✓	✓	✓
Digital marketing spotlights: three (3) targeted marketing emails shared with member health plans on your behalf to present groundbreaking solutions or innovations. Examples include but are not limited to: member on-demand video hyperlinks, webinar hyperlinks, Continuing Education offerings or items approved by OAHP.	✓	✓	✓
*Choice of <b>one (1)</b> : Sponsor a Medical Director Council meeting, Delegate Committee meeting, OAHP Virtual Executive Forum <b>OR</b> an available Networking Luncheon opportunity (SEE PAGE 6 FOR LUNCHEON OPPORTUNITY DETAILS)		✓	
<b>One (1)</b> sponsorship at the OAHP Virtual Executive Forum			✓
*Choice of <b>one (1)</b> : Sponsor a Medical Director Council meeting, Delegate Committee meeting <b>OR</b> an available Networking Luncheon opportunity (SEE PAGE 6 FOR LUNCHEON OPPORTUNITY DETAILS)			✓
<b>MEMBERSHIP AMOUNT:</b>	<b>\$3,500</b>	<b>\$8,500</b>	<b>\$13,500</b>
<b>Please note: all prospective members are subject to OAHP Board review and acceptance once membership applications and dues are received.</b>			
<b>*Due to limited availability of meetings each year, these will be assigned based on a first come, first paid basis</b>			

# OAHP Virtual Executive Forum

The Ohio Association of Health Plans offers a sponsorship opportunity for the OAHP Virtual Executive Forum. Sponsors will have an opportunity to discuss top industry issues with health plan executives including CEOs, CFOs, COOs, Medical Directors, and plan decision makers.

**2021 Dates:** *March 19<sup>th</sup> and June 4<sup>th</sup>*

Boost and amplify your brand presence as an OAHP partner through this opportunity by engaging health plan decision makers, showcasing your thought leadership, and communicating the impact of your solution or innovations.

Contact our Sponsorship Specialist, Gina Beyer at [gbeyer@oahp.org](mailto:gbeyer@oahp.org) or (704) 550-9323 to discuss how your company can support this opportunity. Conduct your [online registration](#) today to secure your partnership!

▼ PARTNER LEVEL BENEFITS	▼ PREMIUM SPONSOR LEVEL REWARDS	▼ ASSOCIATE SPONSOR LEVEL REWARDS
<b>PROMOTIONAL TIME FRAME:</b>	One (1) Month	One (1) Month
Attendance	Three (3) Per Premium Sponsor	One (1) Per Associate Sponsor
15-minute speaking presentation opportunity (3 available per Forum)	✓	
OAHP will facilitate one (1) executive introduction email to a member health plan of choice	✓	
Branding displayed on promotional invitation and electronic event materials	✓	✓
Two (2) featured event sponsor spotlights in the OAHP member health plan Weekly Update	✓	✓
Two (2) featured event sponsor spotlights in the OAHP member daily E-News Clips subscription	✓	✓
Recognition of sponsor partner level, company branding, and company profile in electronic event materials	✓	✓
Post event list of attendees including email contact information	✓	✓
<b>OAHP MEMBER RATE:</b>	<b>\$ 5,000</b>	<b>\$ 1,500</b>
<b>NON-MEMBER RATE:</b>	<b>\$ 7,500</b>	<b>\$ 3,000</b>
<b>Due to limited availability of sponsorships within this opportunity, sponsors will be assigned on a first come, first paid basis</b>		



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# OAHP Delegate Committee Meetings

The Ohio Association of Health Plans offers exclusive sponsorship opportunities for OAHP Delegate Committee meetings in 2021. Sponsors will have an opportunity to present and engage with health plan executives including CEOs, CFOs, COOs, and plan decision makers.

**2021 Dates:** *March 11<sup>th</sup>, May 13<sup>th</sup>, and December 9<sup>th</sup>*

Boost and amplify your brand presence as an OAHP partner through this exclusive opportunity by engaging health plan decision makers, showcasing your thought leadership, and communicating the impact of your solution or innovations.

Each designated meeting sponsorship is exclusive to one sponsor that is provided a twenty (20) minute presentation with the topic discussion approved in advance by OAHP. All speaker slide presentations **should not exceed fifteen (15) slides and are required seventy-two (72) hours in advance of the meeting date** for OAHP approval.

✓ TERMS	✓ SPONSOR LEVEL REWARDS
<b>PROMOTIONAL TIME FRAME:</b>	One (1) Month
Attendance	Three (3) Per Sponsor
Company recognition from OAHP President and CEO	✓
<b>OAHP will facilitate one (1) executive introduction email to a member health plan of choice</b>	✓
<b>20-minute speaking presentation opportunity with topic input</b>	✓
Two (2) featured sponsor spotlights in the OAHP member health plan Weekly Update	✓
Company branding and 50-word or less company profile displayed in conjunction with speaker biography and distributed to all meeting participants	✓
Company branding displayed on meeting materials	✓
Post-event attendee list	✓
<b>OAHP MEMBER RATE:</b>	<b>\$ 5,000</b>
<b>NON-MEMBER RATE:</b>	<b>\$ 7,500</b>
<b>Due to limited availability of sponsorships within this opportunity, sponsors will be assigned on a first come, first paid basis</b>	



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# OAHP Medical Director Meetings

## 2021 Opportunities SOLD OUT

The Ohio Association of Health Plans offers a quarterly sponsorship opportunity for OAHP Medical Director meetings in 2021. Sponsors will have a unique opportunity to network and discuss top industry issues with health plan Medical Directors.

**2021 Dates:** February 5<sup>th</sup>, May 7<sup>th</sup>, September 28<sup>th</sup> and December 3<sup>rd</sup>

Boost and amplify your brand presence as an OAHP partner through this exclusive opportunity by engaging health plan Medical Director's, showcasing your thought leadership, and communicating the impact of your solution or innovations.

Each designated meeting sponsorship is exclusive to one (1) sponsor that is provided a twenty (20) minute presentation with the topic discussion approved in advance by OAHP. All speaker slide presentations **should not exceed fifteen (15) slides and are required seventy-two (72) hours in advance of the meeting date** for OAHP approval.

Contact our Sponsorship Specialist, Gina Beyer at [gbeyer@oahp.org](mailto:gbeyer@oahp.org) or (704) 550-9323 to discuss how your company can support this opportunity. Conduct your [online registration](#) today to secure your partnership!

▼ TERMS	▼ SPONSOR LEVEL REWARDS
<b>PROMOTIONAL TIME FRAME:</b>	One (1) Month
Attendance	Two (2) Per Sponsor
Company recognition from OAHP President and CEO	✓
<b>20-minute speaking presentation opportunity with topic input</b>	✓
Two (2) featured sponsor spotlights in the OAHP member health plan Weekly Update	✓
Company branding and 50-word or less company profile displayed in conjunction with speaker biography and distributed to all meeting participants	✓
Branding displayed on meeting materials	✓
Post-event attendee list	✓
<b>OAHP MEMBER RATE:</b>	<b>\$ 5,000</b>
<b>NON-MEMBER RATE:</b>	<b>\$ 7,500</b>
Due to limited availability of sponsorships within this opportunity, sponsors will be assigned based on a first come, first paid basis	



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# OAHP Networking Luncheon

The Ohio Association of Health Plans offer four networking luncheon sponsorship opportunities in 2021. Sponsors will have an exclusive opportunity to reach and engage with health plan decision makers during the designated networking luncheon. Become an OAHP partner through this exclusive opportunity to discuss top industry issues with OAHP health plan members.

**Dates for 2021:**                    **Government Programs Committee Networking Luncheon Dates:**  
*May 26<sup>th</sup> and July 28<sup>th</sup>*  
**Legislative & Regulatory Affairs Committee Networking Luncheon**  
**Dates:** *April 29<sup>th</sup> and October 28<sup>th</sup>*

Contact our Sponsorship Specialist, Gina Beyer at [gbeyer@oahp.org](mailto:gbeyer@oahp.org) or (704) 550-9323 to discuss how your company can support this opportunity. Conduct your [online registration](#) today to secure your partnership!

▼ TERMS	▼ SPONSOR LEVEL REWARDS
<b>PROMOTIONAL TIME FRAME:</b>	Six (6) Weeks
Attendance	Two (2) per sponsor
Exclusive luncheon sponsor is provided a thirty (30) minute luncheon opportunity for one (1) of the four (4) available luncheons in 2021	✓
<b>Networking opportunity with OAHP member health plans</b>	✓
Two (2) featured sponsor spotlights in the OAHP member health plan Weekly Update	✓
Company recognition and special acknowledgement from President and CEO during event	✓
OAHP will distribute two (2) targeted promotional emails beginning six (6) weeks prior to luncheon	✓
Prospective target audience includes OAHP key member plan contacts on the OAHP Government Programs Committee or Legislative & Regulatory Affairs Committee; OAHP reserves full rights to determine audience	✓
Luncheon RSVP or attendee listing	✓
<b>OAHP MEMBER RATE:</b>	<b>\$ 5,000</b>
<b>NON-MEMBER RATE:</b>	<b>\$ 7,500</b>
<b>Due to limited availability of sponsorships within this opportunity, sponsors will be assigned based on a first come, first paid basis</b>	



# OAHP White Paper or Case Study

The Ohio Association of Health Plans offers white paper or case study submission opportunities in 2021. Sponsors will have a unique opportunity to reach health plan members by showcasing and highlighting thought leadership while guiding readers to understand solutions that will drive their success.

Boost and amplify your brand presence as an OAHP partner through this opportunity by showcasing your thought leadership and communicating the impact of your solution or innovations.

Contact our Sponsorship Specialist, Gina Beyer at [gbeyer@oahp.org](mailto:gbeyer@oahp.org) or (704) 550-9323 to discuss how your company can support this opportunity. Conduct your [online registration](#) today to secure your partnership!

▼ TERMS	▼ SPONSOR LEVEL REWARDS
<b>PROMOTIONAL TIME FRAME:</b>	One (1) Month
Sponsor white paper promoted on the OAHP website with direct link for one (1) month; sponsor to provide URL and marketing banner ad	✓
OAHP will archive the direct URL link within the OAHP white paper or case study library to your paper active for one (1) year	✓
Two (2) featured spotlights with the sponsor submitted white paper or case study promoted in the OAHP member health plan Weekly Update	✓
In conjunction with the submitted white paper or case study URL link and marketing banner ad, OAHP will also display company branding and fifty (50) word or less company description	✓
White paper or case study link promoted for one (1) month in the member daily E-News Clips subscription	✓
<p><b>*OAHP MEMBER RATE: \$ 1,000</b>  <b>NON-MEMBER RATE: \$ 2,000</b></p>	
<p><b>*Member rate for additional submissions beyond the two (2) included within annual membership benefit</b></p>	

All white paper or case study submissions are intended to be educational. OAHP does not recommend any particular care management vendor nor does OAHP endorse any company or the content contained in the submitted information.





# OAHP Webinars

The Ohio Association of Health Plans offers sponsorship webinar opportunities in 2021. Sponsors will have a unique opportunity to discuss top industry issues with OAHP health plan members.

**Availability is limited. All dates and topics will be confirmed with selected webinar recipients following completion of the selection process.**

Boost and amplify your brand presence as an OAHP partner through this opportunity by engaging your target audience, showcasing your thought leadership, and communicating the impact of your solution or innovations.

Contact our Sponsorship Specialist, Gina Beyer at [gbeyer@oahp.org](mailto:gbeyer@oahp.org) or (704) 550-9323 to discuss how your company can support this opportunity. Conduct your [online registration](#) today to secure your partnership!

▼ TERMS	▼ SPONSOR LEVEL REWARDS
<b>PROMOTIONAL TIME FRAME:</b>	Six (6) Weeks
Pending submitted webinar is selected, the exclusive sponsor is provided a sixty (60) minute educational webinar presented by representative(s) of the sponsoring company and the topic discussion approved in advance	✓
OAHP will be accepting proposals for webinar presentations 1/1/21 – 5/7/21. All submissions are due by May 7, 2021	✓
OAHP will conduct the selection process for all proposed webinars and based on content and scheduling, OAHP will notify all selected webinar sponsors in June 2021	✓
<b>Approved webinars will be held July – November 2021</b>	✓
Sponsor is responsible to provide the platform to conduct webinar	✓
OAHP will feature a direct link to the webinar on the OAHP website	✓
OAHP will send three (3) targeted promotional emails beginning six (6) weeks prior to event	✓
Prospective target audience includes OAHP Legislative and Regulatory Committee, Government Programs Committee and Medical Director Council; OAHP reserves full rights to determine audience based on topic and content of webinar	✓
Sponsor will provide content and layout for emails to promote webinar. OAHP will have final approval for all promotional emails	✓
<b>*OAHP MEMBER RATE:</b>	<b>\$ 1,000</b>
<b>NON-MEMBER RATE:</b>	<b>\$ 2,000</b>
<b>*Member rate for additional webinars beyond the one (1) included within annual membership benefit, pending availability permits</b>	

All webinars are intended to be educational. OAHP does not recommend any particular care management vendor. For all submissions received by the May 7, 2021 deadline, webinar dates will be determined on content and scheduling. Approved webinar sponsors will be notified in June 2021.



# Ohio Association of Health Plans Membership Application

**Please Print:**

Organization / Company Name: \_\_\_\_\_

Name of Primary Contact: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

Other individuals to receive association correspondence and information:

1. Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address (if different than above): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

2. Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address (if different than above): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

3. Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address (if different than above): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Membership Categories (please check one): Annual Dues**

Health Plan

Affiliate Member

Supporting Member

} **Please Contact OAHP for Dues Amount\***

Nature / Scope of Business: \_\_\_\_\_

How did you hear about OAHP? \_\_\_\_\_

Form completed by: \_\_\_\_\_ Date: \_\_\_\_\_

\* Health plan members that are Medicaid managed care plans and/or MyCare Ohio plans are subject to an additional annual surcharge. Dues payments are deductible by members as an ordinary and necessary business expense to the extent listed on annual membership invoice. However, contributions or gifts to the Ohio Association of Health Plans are not deductible as charitable contributions for federal income tax purposes.

**Please return application with a brief company description and check made payable to:**

**Ohio Association of Health Plans**

20 East Broad Street, Suite 701

Columbus, Ohio 43215

Phone (614) 228-4662

Email: sbewley@oahp.org