



2022
Membership &
Sponsorship
Opportunities



2022 Membership & 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

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 enhanced exposure to Ohio's leading health insurers.

OAHP promotes its events and educational opportunities to its member plans and 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 network and interact with OAHP member health plan decision makers, whether through the annual convention, executive forum or member meetings scheduled throughout the year.

OAHP Affiliate Members:

- Audio Net America
- Avesis, a Guardian Company
- Capital Rx
- Delta Dental
- DentaQuest
- Navitus Health Solutions
- OSU Health Plan

- ★ **2022 Virtual Executive Forum** ~ Meeting with top Ohio health insurance executives and Medical Directors
- ★ **2022 Delegate Committee Meetings** ~ Meetings with top Ohio health insurance executives and decision makers
- ★ **2022 Medical Director Meetings** ~ Meetings with member health plan Medical Directors
- ★ **2022 Medical Director Networking Breakfast** ~ Exclusive networking opportunity to interface with OAHP health plan Medical Directors
- ★ **2022 White Paper or Case Study Submission** ~ Highlight your thought leadership and brand visibility to OAHP member health plans while guiding readers to understand solutions that will drive their success



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 Ann Hollins at ahollins@oahp.org for questions or further information.

SUPPORTING MEMBERSHIP LEVEL BENEFITS

Annual Membership Benefits:	Supporting Membership	Supporting Premium Membership
Annual membership effective January 1, 2022 – December 31, 2022	✓	✓
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	✓	✓
Member dashboard/web portal accessibility	✓	✓
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 to post up to two (2) white papers or case studies (or a combination thereof) on OAHP website within the term of annual membership. To SEE ALL BENEFIT FEATURES view page 7 of the 2022 OAHP Membership & Sponsorship packet or visit www.oahp.org	✓	✓
Partner spotlight: includes one (1) company highlight opportunity featured on the OAHP website homepage	✓	✓
Digital marketing spotlights: two (2) targeted marketing emails shared with member health plans on your behalf to highlight important thought leadership or present groundbreaking solutions or innovations, marketplace trends, best practices, upcoming programs. Examples include but are not limited to: member on-demand video hyperlinks, webinar hyperlinks, corporate informational brochure, Continuing Education offerings or items approved by OAHP.	✓	✓
One (1) complimentary attendee at OAHP Annual Convention & Trade Show	✓	✓
Two (2) complimentary attendees at OAHP Annual Convention & Trade Show		✓
OAHP Online Membership Resource Directory		✓
	MEMBERSHIP AMOUNT: \$3,500	\$4,500

All new member application submissions are subject to OAHP Board review and acceptance.

Contributions or gifts to the Ohio Association of Health Plans (OAHP) are not deductible as charitable contributions. **65.5% of 2022** contributions to OAHP are projected to be devoted to Association lobbying efforts, and therefore, that portion not tax deductible by the member for federal income tax purposes under any provision of the Internal Revenue Code.

This represents the portion of your contributions used by the Ohio Association of Health Plans for the purpose of engaging in lobbying or political activities as defined in the IRC 162(e)(1).



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.

2022 Date: *April 1st*

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 Please contact Ann Hollins at ahollins@oahp.org to discuss how your company can support this opportunity. Conduct your **online registration** today to secure your partnership!

▼ PARTNER BENEFITS	▼ PREMIUM SPONSOR REWARDS (2 Available)	▼ ASSOCIATE SPONSOR REWARDS
PROMOTIONAL TIME FRAME:	One (1) Month	One (1) Month
Attendance	Three (3) Per Premium Sponsor	One (1) Per Associate Sponsor
15-minute speaking presentation opportunity (2 available)	✓	
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	✓	✓
	OAHP MEMBER RATE: \$ 7,500	\$ 2,500
	NON-MEMBER RATE: \$ 9,500	\$ 4,500

Due to limited availability of sponsorships within this opportunity, sponsors will be assigned on a first come, first paid basis

OAHP Delegate Committee Meetings

The Ohio Association of Health Plans offers exclusive sponsorship opportunities for OAHP Delegate Committee meetings in 2022. Sponsors will have an opportunity to present and engage with health plan executives including CEOs, CFOs, COOs, and plan decision makers.

2022 Dates: *March 10th, May 12th, and December 8th*

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 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 Ann Hollins at ahollins@oahp.org to discuss how your company can support this opportunity. Conduct your **online registration** today to secure your partnership!

▼ PARTNER BENEFITS	▼ SPONSOR REWARDS
PROMOTIONAL TIME FRAME:	One (1) Month
Attendance	Three (3) Per Sponsor
Company recognition from OAHP President and CEO	✓
OAHP will facilitate one (1) executive introduction email to a member health plan of choice	✓
20-minute speaking presentation opportunity with topic input	✓
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	✓
	OAHP MEMBER RATE: \$ 7,500
	NON-MEMBER RATE: \$ 9,500
Due to limited availability of sponsorships within this opportunity, sponsors will be assigned on a first come, first paid basis	



OAHP Medical Director Meetings

The Ohio Association of Health Plans offers exclusive sponsorship opportunities for OAHP Medical Director meetings in 2022. Sponsors will have a unique opportunity to network and discuss top industry issues with health plan Medical Directors.

2022 Dates: *February 4th, May 6th, September 20th and December 2nd*

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 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 Ann Hollins at ahollins@oahp.org to discuss how your company can support this opportunity. Conduct your **online registration** today to secure your partnership!

▼ PARTNER BENEFITS	▼ SPONSOR REWARDS
PROMOTIONAL TIME FRAME:	One (1) Month
Attendance	Two (2) Per Sponsor
Company recognition from OAHP President and CEO	✓
OAHP will facilitate one (1) executive introduction email to a member health plan of choice	✓
20-minute speaking presentation opportunity with topic input	✓
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	✓
	OAHP MEMBER RATE: \$ 7,500
	NON-MEMBER RATE: \$ 9,500

Due to limited availability of sponsorships within this opportunity, sponsors will be assigned based on a first come, first paid basis



OAHP Medical Director Networking Breakfast

The Ohio Association of Health Plans offers one exclusive sponsorship opportunity in 2022. The Medical Directors’ Networking Breakfast sponsor will have a unique opportunity to network with member health plan Medical Directors.

2022 Date: *September 20th*

This exclusive sponsor opportunity will be hosted preceding the 2022 OAHP Annual Convention & Trade Show.

Boost and amplify your brand presence as an OAHP partner through this opportunity to network with OAHP member plan Medical Directors.

Contact Ann Hollins at ahollins@oahp.org to discuss how your company can support this opportunity. Conduct your **online registration** today to secure your partnership!

▼ PARTNER BENEFITS	▼ SPONSOR REWARDS
PROMOTIONAL TIME FRAME:	One (1) Month
Attendance	Two (2) participants
Exclusive Medical Directors’ Council Committee Networking Breakfast sponsor will be provided a thirty (30) minute continental breakfast opportunity to network with member OAHP Medical Directors	✓
Invitation to learn and network with OAHP members at OAHP Annual Convention & Trade Show	✓
Two (2) complimentary attendee registrations to 2022 OAHP Annual Convention & Trade Show	✓
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 four (4) weeks prior to event	✓
Special sponsorship signage with logo displayed during Breakfast Networking opportunity	✓
Post networking event attendee listing	✓
	*OAHP MEMBER RATE: \$ 7,500
	NON-MEMBER RATE: \$ 9,500
Due to limited availability, sponsor will be determined based on a first come, first paid basis	

OAHP White Paper or Case Study

The Ohio Association of Health Plans offers white paper or case study submission opportunities in 2022. Sponsors will have a unique opportunity to reach health plan members by 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 Ann Hollins at ahollins@oahp.org to discuss how your company can support this opportunity. Conduct your [online registration](#) today to secure your partnership!

▼ PARTNER BENEFITS	▼ SPONSOR REWARDS
PROMOTIONAL TIME FRAME:	One (1) Month
Sponsor white paper promoted on the OAHP website for six (6) months; in conjunction with submitted white paper or case study the sponsor must provide marketing or content information to be displayed on OAHP website	✓
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, OAHP will also display company description	✓
White paper or case study link promoted for one (1) month in the member daily E-News Clips subscription	✓
*OAHP MEMBER RATE:	\$ 1,500
NON-MEMBER RATE:	\$ 2,500
*Member rate for additional submissions beyond the two (2) included within annual membership benefit	

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.

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 Membership Dues (member category details provided in below links)

***Health Plan:** Please Contact OAHP for Health Plan Member Dues Amount

†Affiliate Member: Standard Affiliate Member: \$6,000 Affiliate Premium Member: \$7,500

Supporting Member: Standard Supporting Member: \$3,500 Supporting Premium Member: \$4,500

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.

†Companies applying for membership as an Affiliate member must hold a Certificate of Authority through the Ohio Department of Insurance.

All application submissions must include a brief company description and logo.

Please submit payment to:

OHIO ASSOCIATION OF HEALTH PLANS

20 East Broad Street, Suite 701 | Columbus, Ohio 43215-3403 | 614/228-4662

WWW.OAHP.ORG | info@oahp.org

