



TAKE YOUR
SEAT
AT THE
TABLE



POPULATION
HEALTH
ALLIANCE

*The premier
Association
for improving
population health*

MEMBERSHIP *guide*

SEPTEMBER 2021

JOIN THE COMMUNITY OF NATIONAL LEADERS IN *Population Health Management*

Shaping the Population Health Market and Policy for More than 20 Years

Population health is at the center of a sweeping transition in the health care industry to value-based care, and every meaningful contributor to the dialogue must take their seat at the table. Over the last two decades of advocacy, coalition-building, research, and education, the Population Health Alliance (PHA) has led a network of members and partners in raising the profile of population health improvement models as key components of health care transformation.



The opportunities for organizations in the field have never been greater. PHA is proud to be the industry's only multi-stakeholder, professional and trade association solely focused on population health. The organization's members represent

stakeholders from across the health care delivery system that seek to improve health outcomes, optimize medical and administrative spend, and drive affordability. Through its two decades of robust advocacy, research and education initiatives, PHA offers members a forum to collectively advance shared learning and applied research to further innovation and establish best practices in the population health field.

Our Members

Our diverse base of members includes health systems; accountable care organizations; clinically integrated networks; health plans; academic organizations; think tanks; accreditation firms; as well as bio-pharma, digital therapeutic, consumer engagement, and other cutting-edge technology companies. Among our members, we also count upon their collective business leaders, individual physicians, researchers, and allied professionals.



The Value of Membership

The most direct benefit of membership in PHA is the opportunity to work side-by-side with your peers from organizations focused on similar industry issues. As the national epicenter for population health management professional networking, education, and advocacy, PHA offers members the platform to formulate key partnerships, learn and lead, and make a direct connection to policy-makers in Washington, DC.

When your company or organization becomes a PHA Member, opportunities abound to advance brand awareness, achieve common goals, maximize communications and information—and respond to industry needs and issues with the strength of a broad-based coalition. PHA members from for-profit and national non-profit organizations are also afforded the ability to work directly with other industry leaders through research, committee and work group activities, and at our meetings and events.

JOIN POPULATION HEALTH ALLIANCE and help shape the Population Health field, develop and disseminate best practices, and network with population health management experts. PHA member benefits for our primary m include:

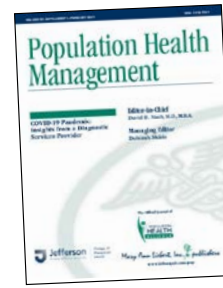
PHA member benefits for our primary corporate membership category(ies) includes:

Visibility

PHA WEBSITE, eNEWSLETTER and SOCIAL MEDIA

- Your company will be featured in a PHA press release when you join.
- Your company's logo will be featured on the PHA Members page with a direct link to your website.
- PHA will feature your company news in our monthly newsletter.
- The @PHAVoice Twitter and our LinkedIn accounts are both very active. We'll retweet you and promote your discussions within PHA's social media platforms.

Education & Thought Leadership



INDUSTRY JOURNAL: POPULATION HEALTH MANAGEMENT

PHA members are eligible to receive complimentary online subscriptions to the industry's peer-reviewed journal, brought to you in collaboration with the

Thomas Jefferson University College of Population Health—the first College of Population Health in the country. Through a special relationship established with Jefferson College of Population Health (JCPH), PHA members are entitled to these benefits:

- 15% discount on tuition for any JCPH online graduate degree program
- A registration discount to JCPH's Population Health Academy
- Special registration rates to the Annual Population Health Colloquium

ADVANCED NETWORKING OPPORTUNITIES AND EVENTS WITH LEADERS AND DECISION-MAKERS

PHA members receive discounted pricing to attend conferences and meetings conducted and sponsored by PHA including member-only and select partner meetings, such as our most popular thought-leadership event—our annual two-day **Innovation Summit and Capitol Caucus**; and our soon-to-be newest virtual program, the **State of Population Health**, kicking-off in 2022.

EDUCATIONAL WEBINARS

PHA member organizations receive complimentary registration to PHA-sponsored webinars throughout the year.

PHA PUBLICATIONS AND WHITE PAPERS

PHA members receive complimentary access to our exclusive white papers and publications, on such topics as application of Population Health principles in ACOs and PCMHs, Transitions of Care, policy briefs, and Social Determinants of Health.

MEMBER SHOWCASE WEBINARS

PHA members at the \$5,000-membership level and above are eligible to present one (1) PHA-hosted and promoted webinar annually, at no charge.



Representation on Our Members-Only Consensus Committees

QUALITY AND RESEARCH COMMITTEE

Each year, PHA's Quality and Research Committee creates priorities and implements a research agenda on many critical population health topics. Examples of recent Q&R priorities include:

- Impact of population health on value-based care, revenue and cost, member and provider satisfaction/loyalty, and operational efficiencies
- Advancing strategies to drive consumer engagement to optimize individual/population health
- Taking action on Social Determinants of Health as levers to provide value to consumers and organizations

GOVERNMENT AFFAIRS COMMITTEE

The Population Health Alliance educates key stakeholders and policy-makers, and advocates for, and contributes to, shaping policies that prioritize the health and well-being of populations through:

- Reducing barriers to high-value workplace health and wellness benefits and programs for employees;
- Ensuring that all individuals have stable access to affordable choices in selecting their health benefits;
- Encouraging community-based efforts and support of programs that address medical and social determinants to promote health and well-being in vulnerable populations;
- Supporting individuals' active engagement with their care teams and limiting non-care-related burdens and distractions for both patients and providers;
- Emphasizing research and quality in the delivery of health and wellness benefits and programs to individuals; and
- Continuously introducing innovative solutions to create positive experiences.



NEW PHA WORKGROUPS

Beginning in November 2021, PHA has launched a series of new workgroups that will bring more opportunities for leadership, content, and deliverables to the organization. Each workgroup will meet every other month, and is expected to deliver one issue brief annually, as well as conduct one issue-based webinar once a year. As a PHA member, you are invited to join as many Workgroups as you would like, and are encouraged to find others within your organizations to also participate. The new PHA Workgroups are:

- Population Health and Medicaid
- Population Health and Medicare
- Access to Primary Care
- Employer Solutions
- Social Determinants of Health
- Health Equity
- Behavioral Health
- Patient Engagement
- Digital Health, Health IT and Artificial Intelligence
- COVID/Pandemic Recovery and Resiliency
- Financing and Investment

ANNUAL PHA MEMBERSHIP & DUES Categories

PHA Membership is now open to all For-Profit Companies and national Non-Profit Organizations which have an interest in population health management. Recently, we have streamlined our membership application process, reducing the number of corporate membership categories offered. PHA membership is still built upon a tiered-dues structure based upon the company or organization's annual revenues, with two exceptions (see table).

Company & Department Wide Memberships	
>\$100M Annual Revenue	\$20,000
\$25M < \$100M Annual Revenue	\$10,000
\$5M < \$25M Annual Revenue -OR- Health Plan Department or Division (e.g. single state, Medicare division, innovation department)	\$5,000
\$1M < \$5M Annual Revenue -OR- Contributing company (e.g. employer not selling pop health solutions; ACOs, ICN/IDNs, hospitals and physician groups; investors such as PE, VC; other nonprofit organizations)	\$2,500
<\$1M Annual Revenue	\$1,000

Other Membership Opportunities for Individuals* (non-corporations)

Basic Professional Member – \$350 annual dues

Professional members must be Managers, Directors, and Vice Presidents of Population Health or in an equivalent role and work in a Hospital System, Group Practice or Clinic, Regional Health Plan, or Academic Institution.

Benefits for individual (non-corporate) memberships, include:

- Networking with professional peers facing similar opportunities and challenges
- Professional Members-only LinkedIn group to meet one another and share ideas
- Opportunity to be selected to present at a PHA-hosted webinar or panel discussion
- Discounted registration to attend conferences /meetings conducted and sponsored by PHA
- PHA-hosted monthly discussion call on an Emerging Trend topic

Premium Professional Membership – \$675 annual dues

Professional members must be Managers, Directors, and/or Vice Presidents of Population Health or in an equivalent role and work in a Hospital System, Group Practice or Clinic, Regional Health Plan, or Academic Institution.

Includes all of the Basic Membership Benefits (above), plus:

- Access to PHA-exclusive select publications
- Opportunity to participate in market insight surveys and receive pre-release report copies
- An online subscription to the peer-reviewed journal, "Population Health Management"

** NOTE: when joining PHA as an individual member, your affiliated company will generally not be acknowledged among the membership, nor will you have access to serving on PHA Committees and Workgroups.*



CORPORATE PARTNERSHIP Opportunities

In addition to the membership levels described in the previous pages, PHA also has recently established a new category opportunity—**Corporate Partner**—for higher levels. Corporate Partners are a special 1+1 = 3 offering for corporations that wish to “blend” their affiliation with PHA and become a PHA member, a major sponsor, and a special initiatives partner.

Forging a special partnership with PHA — the industry’s only multi-stakeholder, professional and trade association solely focused on population health — is a strategic advantage. Within this category, PHA has a variety of ways in which organizations like yours can partner with us. Year-long Corporate Partnerships are one of the great available options, which offer a chance for companies to receive recognition and raise visibility for an entire year. Take a look at the three (3) available packages:

CORPORATE PARTNER I

\$75,000

- **Custom initiative:** Design an initiative with PHA focused on emerging industry issue important to your business. Deploy through a variety of vehicles including thought-leader publications and educational tools or events such as webinars and podcasts.
- **Recognition Perk:** Four (4) meetings per year with Executive Director and recognition as strategic partner for 12 months on website, social media and monthly and quarterly newsletters.
- **Board Access:** Invitation to present before the Board of Directors at one Board of Directors Meeting.
- **Annual Event Upgrade:** Executive-level sponsorship plus four (4) complimentary registrations and a speaking opportunity at the Summit. Participate in a post-conference interview to promote success of the event to be broadcast by PHA for two months following the event.

CORPORATE PARTNER II

\$50,000

- **Custom initiative:** Provide input to PHA’s Quality & Research or Government Affairs initiative of choice, as a supporting sponsor.
- **Recognition Perk:** Three (3) meetings per year with Executive Director and recognition as strategic partner for 12 months on website, social media, and our monthly newsletter.
- **Annual Event Upgrade:** Executive-level sponsorship plus three (3) complimentary registrations and a speaking opportunity at the Summit. Participate in roundtable at the event in focused area of interest.

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CORPORATE PARTNER III

\$25,000

- **Recognition Perk:** Two (2) meetings per year with the PHA Executive Director and recognition as strategic partner for 12 months on our website, quarterly social media and monthly newsletters.
- **Annual Event Upgrade:** Executive-level sponsorship plus two (2) complimentary registrations. Introduce prominent speaker at the event in focused area of interest.



PHA's
2021-2022
FOUNDING
CORPORATE
PARTNER



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For questions or a conversation regarding how your organization can benefit from a PHA membership or Corporate Partnership, please contact PHA's Executive Director Thomas Johnson at (202) 737-5476 or email tjohnson@populationhealthalliance.org

CLICK TO JOIN TODAY

[To complete an online PHA membership application form, click here.](#)



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