



Be part of YOUR only Population Health Association

Corporate Leadership Opportunities



INSIDE |

- > Why your expertise is needed
- > What membership can do for you
- > How 2023 initiatives will advance population health
- > What opportunity levels are available

Shaping the Population Health Industry for Nearly a Quarter Century

Just as determining the health of specific populations requires the integration of knowledge and experience from multiple perspectives, so does the work required to effect systemic and sustainable change in healthcare. Population Health Alliance seeks to accomplish this goal by assimilating critical stakeholders' expertise and fostering a collective of change agents.

Strength in Numbers

More than a think tank of healthcare leaders, Population Health Alliance (PHA) was formed to address challenges we all face and together, identify solutions that will benefit the populations we serve. These solutions take shape as advocacy, coalition-building, research, education, and governmental policy-making and are distributed via thought-leader publications, webinars and more.

Your Value of Membership

PHA is the collective voice of the industry. As a member of the Association your voice stands out, setting you and your company apart in the crowded and sometimes fragmented healthcare ecosystem. Driving important change on behalf of your customers, your organization and your industry is your passion. Shine and make your voice a force multiplier:

- Be visible to a broader audience — your brand, your great work

- Enjoy yearlong opportunities to network with key business leaders
- Gain insights from population health improvement experts
- Contribute to and receive early access to thought leadership collateral
- Participate in our members-only committees and workgroups

Work with the Thought Leaders in Population Health

As a member of the industry's only multi-stakeholder association solely focused on population health, you'll work with other leaders to advance shared learning and applied research, furthering innovation and establishing best practices in the population health field. PHA's diverse membership base includes health systems, accountable care organizations, clinically integrated networks, health plans, academic organizations, think tanks, and accreditation firms — as well as bio-pharma, digital therapeutics, consumer engagement, and other cutting-edge technology companies.

Education & Thought Leadership PHA's Official Journal

The latest population health news and information is the focus of our peer-reviewed journal, *Population Health Management*, brought to you in collaboration with Thomas Jefferson College of Population Health (JCPH). With your digital subscription, you'll also receive:

- Tuition discounts on all JCPH online graduate degree programs
- Discounts on JCPH's Population Health Academy tuition

"PHA is the only organization in the population health space and is YOUR association. So be a part of it! I continue to be excited about population health and all that our members do across the healthcare spectrum."

*- Justin L. Neece, CEO
i2i Population Health*

Representation on PHA Members-only Committees and Workgroups

Quality And Research Committee

On behalf of the entire membership, this group creates and implements priorities and agendas, including:

- *Impact of Population Health on Value-based Care, Revenue and Cost (for members and providers)*
- *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*



leadership, networking, and contribution to the industry and health of individuals.

Current PHA Workgroups include:

- Integrated Behavioral Health
- Advancing Primary Care
- Medicaid Continuity and Quality
- Social Care and Health Equity

Maximize your benefits of membership by participating in as many committees and workgroups as your organization desires.

PHA Membership Categories

All companies that have a stake in population health improvement are welcomed and encouraged to join PHA. Dues are tiered and based on annual revenues for solution companies or a flat fee for select companies including employers not selling populations health solutions; ACOs, ICN/IDNs, hospitals and physician groups; investors, regional health plans or health plan divisions and other nonprofit organizations.

JOIN Population Health Alliance and help shape the population health field, develop and disseminate best practices, and network with population health management experts and business leaders.

- *Driving Health Equity Strategies Across Populations*

Government Affairs

Be part of PHA's team that educates key stakeholders and policymakers while advocating for and contributing to shaping policies that prioritize the health and wellbeing of consumers by:

- Reducing barriers to high-value care in workplace health/wellness benefits
- Ensuring that all individuals have stable access to affordable choices benefits selection
- Encouraging community-based efforts and supporting health equitably programs in underserved populations

- Supporting individuals' active engagement with their care teams while maximizing their experience
- Emphasizing high quality in the delivery programs to individuals
- Introducing innovative solutions to create positive outcomes for all

PHA Workgroups

Timely, topical workgroups coalesce expertise and offer more opportunities for

COMPANY AND DEPARTMENT-WIDE MEMBERSHIPS	DUES
• > \$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 nonprofits)	\$2,500
• < \$1M Annual Revenue	\$1,000

The Pinnacle of Leadership — PHA Corporate Partnership

For organizations desiring a more advanced level of involvement, PHA offers Corporate Partnership Programs that includes one-on-one strategy sessions with PHA leaders and initiatives tailored to your business' focus and needs. Sponsorship is automatically included so top visibility at PHA events comes with the territory.

Learn more

For questions or a conversation regarding how your organization can benefit from a PHA membership or Corporate Partnership, please reach out to staff@populationhealthalliance.org or call (202) 737-5476.

BENEFITS	LEVEL I \$75,000	LEVEL I \$50,000	LEVEL I \$25,000
Custom initiative:	Design an initiative with PHA focused on an emerging industry issue important to your business. Deploy through a variety of vehicles including thought-leader publications, webinars and podcasts.	Provide input to PHA's Quality & Research or Government Affairs initiative of choice, as a supporting sponsor.	—
Recognition Perks includes meetings with PHA's Executive Director and recognition as a strategic partner for 12 months on PHA's website, social media and in newsletters.			
Annual ED Meetings	Four	Three	Two
Board Access	Invitation to present before the Board of Directors at one Meeting.	—	—
Annual Event Upgrade includes executive-level sponsorship plus complimentary registrations at PHA's annual Innovation Summit in Washington, DC.			
Number of Registrations, plus...	Four, plus a speaking opportunity and participation in post-conference interview to promote success of the event to be broadcast by PHA for two months following the event.	Three, plus participation in an event roundtable focused on area of interest.	Two, plus introduce a prominent speaker

"THANK YOU for an excellent conference. I really felt the event held a lot of value for me. Great speakers, great networking, great location."

- Christie Coyne, Eyenuk
Event Sponsor and PHA Member

"Everyone was very friendly and willing to share. Very interesting and valuable content, and the connections were great!"

- Dawn Weimar, Senior Regional Director, 3M
PHA Member and Attendee

"I was very impressed. The dialogue and cross-sector interactions were incredible."

- Gabe Roberts, Senior Strategic Advisor,
Sellers Dorsey, Speaker - PHA Sponsor
and Member



Snap the code
to learn more about PHA



80 M Street SE | Suite 100
Washington, DC 20003
Tel: 202.737.5476
www.populationhealthalliance.org
staff@populationhealthalliance.org

POPULATION HEALTH ALLIANCE



Plan
TO ATTEND

OCT
25-26
2023

PHA INNOVATION SUMMIT
TOP OF THE HILL | WASHINGTON, DC

Decision Makers Connect