



MEDICAID HEALTH PLANS OF AMERICA

2025 PARTNER PROGRAM GUIDE

PEOPLE WHO COUNT ON
MEDICAID, COUNT ON US



MHPA's 2025 Partners Program

Background

The Board of Directors of the Medicaid Health Plans of America (MHPA), understanding the vital role our corporate members take in improving outcomes for Medicaid beneficiaries, has upgraded its corporate membership program, previously referred to as its “Business Associate” program, into the new “MHPA Partners” program. Participation in the MHPA Partners program combines annual engagement opportunities with the association with activities at MHPA’s Annual Conference, the largest Medicaid managed care meeting in the country. Membership is organization-wide and will run on a 12-month cycle from the date of contribution.

Gold (\$50,000 Annually)

MHPA’s most exclusive non-managed care stakeholder partnership level, Gold, offers unparalleled access to the association’s events and experts, as well as unique opportunities — unavailable at any other membership level — to build strong relationships and exchange ideas with Medicaid managed care CEOs, and many other senior health plan officials.

Partner Benefits

Two (2) invitations to attend MHPA's Board of Directors' Receptions and Dinners, held two (2) times annually.

Participation in quarterly Partner calls with an MHPA Board member, representing national, state, and regional MCO's.

Co-branded Webinar: Showcase your thought leadership to an MHPA-engaged audience by hosting one fully co-branded webinar with MHPA.

Specialized digital advertising campaign including the following activities:

- One 12-week advertising run in MHPA’s Industry Insights Newsletter
 - Leaderboard or box ad
- One direct email campaign (2 total emails)
- Social media spotlight: 2 tailored social media posts on MHPA’s social channels

Opportunity to include company logo, background, and collateral on MHPA’s website, as well as dedicated recognition at all MHPA events, and bi-weekly newsletters.

Access to “The Advocate”, MHPA's weekly newsletter update, detailing legislative and regulatory priorities, actions, and events.

Conference Benefits

One (1) complimentary 10'x 20' exhibit space.

Six (6) complimentary Annual Conference registrations and unlimited discounted registrations for your team members.

Full- page color ad in the conference program.

Opportunity to have one (1) representative participate in MHPA's Conference Planning Committee.

Silver (\$30,000 Annually)

A vital part of MHPA's continued success, the Silver level provides valuable return on non-managed care stakeholders investments throughout the year and during the MHPA Annual Conference, including special networking opportunities and thought leadership discussions.

Partner Benefits

One (1) invitation to attend MHPA's Board of Directors' Receptions and Dinners, held two (2) times annually.

Participation in quarterly Partner calls with an MHPA Board member, representing national, state, and regional MCO's.

Co-branded Webinar: Showcase your thought leadership to an MHPA-engaged audience by hosting one fully co-branded webinar with MHPA.

Specialized digital advertising campaign including the following activities:

- One direct email campaign (2 total emails)
- Social media spotlight: 1 tailored social media post on MHPA's social channels

MHPA Partner Directory Profile: Opportunity to include company logo, background, and collateral in MHPA's partner directory.

Access to "The Advocate", MHPA's weekly newsletter update, detailing legislative and regulatory priorities, actions, and events.

Conference Benefits

One (1) complimentary 10'x10' exhibit space.

Four (4) complimentary Annual Conference registrations and additional discounted registrations.

Half-page color ad in the conference program.

Opportunity to have one (1) representative participate in MHPA's Conference Committee.

Bronze (\$20,000 Annually)

MHPA's Bronze level offers non-managed care stakeholders the opportunity to bring their particular expertise to the association and its members while providing opportunities to engage MHPA's staff and member health plans.

Partner Benefits

Participation in quarterly Partner calls with an MHPA Board member, representing national, state, and regional MCO's.

Co-branded Webinar: Showcase your thought leadership to an MHPA-engaged audience by hosting one fully co-branded webinar with MHPA.

Social Media Spotlight: 1 tailored social media posts on MHPA's social channels.

MHPA Partner Directory Profile: Opportunity to include company logo, background, and collateral in MHPA's partner directory.

Access to "The Advocate", MHPA's weekly newsletter update, detailing legislative and regulatory priorities, actions, and events.

Conference Benefits

Two (2) complimentary Annual Conference registrations.

MHPA Partner Membership

2025 Partner Program Agreement

PARTNER CONTACT INFORMATION

Organization Name (as it should appear): _____

Key Contact Name: _____

Office Tel: _____ Mobile: _____ Fax: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

Organization Type: _____

FOR PROSPECTIVE PARTNERS/SPONSORS

Membership Type: MHPA Partner *(check package levels that apply)*

☐ Gold ☐ Silver ☐ Bronze ☒ Mission Moment ☐ President/Leader Receptions

Contract Term: 1 Year **Start Date:** _____

Member Dues Amount: \$ _____ **Sponsorship Commitment:** \$ _____

Total Financial Amount: \$ _____

AGREEMENT

1. All invoices are to be paid in full within 30 days of the invoice date.
2. MHPA Partner Membership benefits will not commence until this agreement has been signed and returned to MHPA and a minimum of 50% deposit has been paid.
3. MHPA reserves the right to terminate membership/sponsorship benefits if such dollars are not received by MHPA within 60 days of the invoice date.
4. **Cancellation Policy:** Should the member organization wish to terminate its membership, a 50% refund will be issued within 60 days of payment receipt. If payment is received for membership after the 30-day invoice period, the member is not eligible for a refund. All termination requests need to be submitted in writing within the proper time period.

Signatures: Member/Sponsor Organization

Medicaid Health Plans of America (MHPA)

Print Name: _____

Title: _____

Signature: _____

Date: _____



*Medicaid Health
Plans of America*

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