



About MC Impact

Directing education to managed care and payer professionals requires a precise approach, one that differs from approaches employed for other more traditional health care providers. MC Impact has extensive experience generating a unique audience for activities aimed at these health care professionals that extend beyond licensed physicians, pharmacists, and nurses.

Key members of this audience include:

Medical Directors Pharmacy Directors Specialty Pharmacists Clinical Pharmacists

Other managed care professionals include:

C-Suite Executives Policy Administrators Quality Managers IT Professionals
 Nurse Managers Case Managers Diabetes Educators CMS/Government Policy

Unique Audience Generation

MC Impact has an exclusive database consisting of over 12,000 qualified managed care and other payer professionals derived from more than 130 certified activities that target these important decision-makers. Learners are classified according to their organizations, titles, and functional positions, including health technology assessment (HTA) and pharmacy and therapeutics (P&T) committee members. As the health care landscape continues to evolve, MC Impact learners are also being proactively sorted according to accountable care organization (ACO) affiliations.

MC Impact Database: Learners are decision-makers from key managed care/payer organizations

Organization	# Unique Learners	Organization	# Unique Learners
AmeriHealth	48	HealthPlus	45
Aetna	186	Humana	132
BCBS Plans	1176	Kaiser	254
Centene	43	L.A. Care	32
Cigna	112	Magellan	56
CVS Caremark	286	MedImpact	44
Diplomat	39	Molina	55
Express Scripts/Accredo	187	Omnicare	78
Geisinger	167	Scan Health Plan	31
Group Health Cooperative	94	VA/Military	456
Health Alliance Plan	46	Wellcare	76
HealthNet	39	WellPoint	88

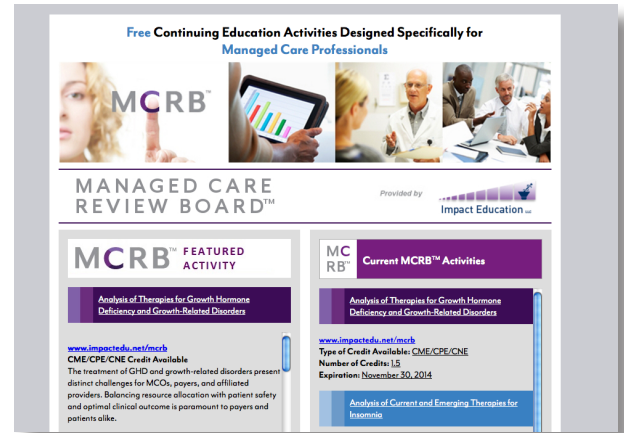
Our average participation for hosted activities is over 2500 unique participants with 300-400 completers.

Hosting and Distribution Opportunities

- Reach over 12,000 qualified managed care and payer professionals
- Improve participation, average over 2500 participants and 300-400 completers per activity
- Create awareness through custom e-mail blasts, targeted social media marketing campaigns, and effective search engine optimization tactics
- Leverage the unique learning platforms, The Managed Care Review Board™ and Conference Reporter, specifically designed for the managed care and payer audience

Whether your goal is to expand your reach by adding managed care and payer professionals to your existing curriculum or sponsor an activity aimed exclusively at this audience, MC Impact can offer a flexible approach that will have a valuable effect on your educational effort's ability to significantly impact patient outcomes from both a clinical and economic perspective.

MC Impact emails to our learner database are consistently opened by more than 2,000 managed care and payer professionals. Other precision strategies include custom Google AdWord Campaigns, targeted social media marketing through Facebook, Twitter, and LinkedIn, as well as search engine optimization efforts.



A unique hosting platform that leverages MC Impact is The Managed Care Review Board™. This innovative educational experience is specifically focused on the unique facets of managed care and key areas of payer interest. It uses an evidence-based process for decision-making that contributes to the optimization of patient outcomes for specific conditions and diseases to enhance managed care stakeholders' ability to compare the effects of various treatment options on clinical outcomes, perceived value, and economic implications for the entire health care system.

Commercial Supporters

MC Impact has generated audiences for activities supported by the following grantors:

AbbVie	Bayer	Genentech	Millennium
Amgen	Biogen	Genzyme	Novo Nordisk
Allergan	Boehringer Ingelheim	Gilead	Otsuka
Astellas	Bristol-Myers Squibb	Janssen	Purdue
AstraZeneca	Celgene	Lilly	Takeda
Baxter	Daiichi-Sankyo	Merck	UCB

Contact

For more information on how MC Impact can assist with reaching this vital and influential audience and to get a price estimate, contact:

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