



**The only professional and trade association
focused solely on population health**

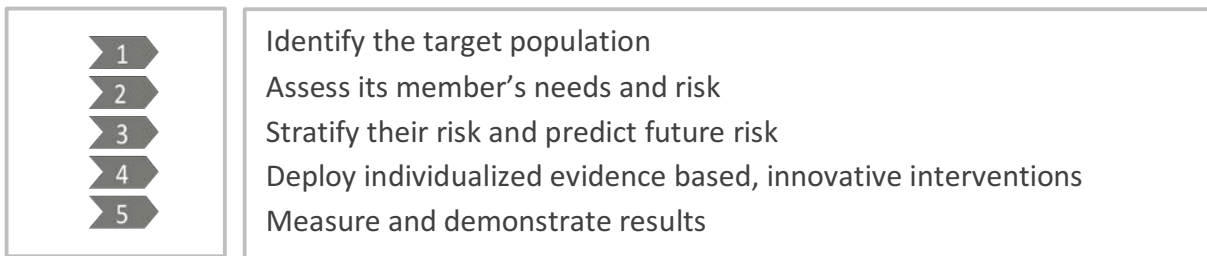
**Our Members Making a
Difference Every Day**

For more information about joining the Population Health Alliance
visit www.populationhealthalliance.org or call 202. 737.5476.

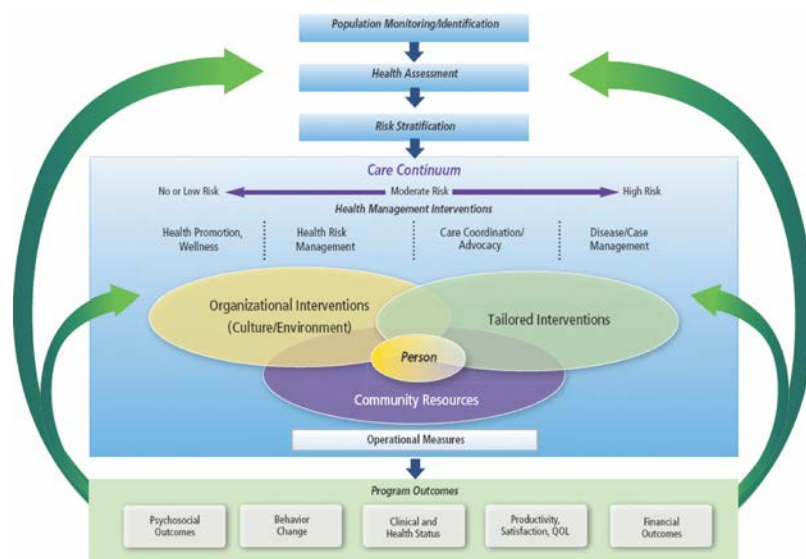
Growth in Population Health is Exploding

As reimbursement shifts from fee for service to outcomes and value-based models, as technology continues to put health management tools and information in the hands of consumers, and as big data analytics enables deeper understanding of cost drivers and consumer preferences, the Population Health field is exploding with growth and innovation. Since its founding as the former Disease Management Association of America almost two decades ago, the Population Health Alliance has been leading the industry by developing industry consensus definitions and frameworks for Population Health, its components, and critical success factors.

At its most basic level, Population Health is the engagement of consumers in optimizing their health and the transformation of our healthcare system from being reactive to being proactive in order to foster optimal health and manageable costs. It is understanding the target population, whether it's a provider practice or a health plan's membership or an employer's employee population and taking actions to mitigate the risks and address the health issues and conditions of the individuals in that population. Regardless of the population, the underpinning Framework and process of population health is consistent:



*“The
Population
Health Alliance-
Leading the
Industry with
the PHA
Population
Health
Framework”*



PHA represents a diverse and strong stakeholder base:

Any company or organization that provides any component in the Population Health Framework should belong to the Population Health Alliance. The PHA is the only non-profit industry trade and professional association representing the full range of companies, organizations, and individuals in the Population Health field across the continuum of care. Our goal is to promote the understanding and evolution of Population Health whatever stage of the organization’s development. For those organizations that are new to the field, we provide publications and educational programming to help you create and promote successful tools and programs and understand where your business model fits in the Population Health Framework. For those who have been doing Population Health for a few years, we provide training and case studies to help you keep your program fresh. And for those who are seasoned practitioners of Population Health, we provide information on and access to the early stage programs and companies that can help you continually innovate your programs.

| PHA Represents All Stakeholders in the Population Health Field Across the Full Continuum of Care | | | | |
|---|--|---|--|---|
| Full Service PHM Organizations | PHM Support Solution Companies | Consultants and Investors | Health Plans & Pharmaceutical Companies | Care Delivery Providers |
| Wellness and Prevention Program Providers | Predictive Analytics and Big Data Companies | Employee Benefits Consultants | Commercial and Medicare Advantage Plans | Hospital and Healthcare Systems |
| Disease Management Companies | Biometric Screening, HRA, Remote Patient Monitoring, Incentive Mgmt. Providers | Business Process and Contact Center Outsourcers | Medicaid and Special Needs Plans | Accountable Care Organizations |
| Hospice and Palliative Care Organizations | PHM and Care Management Workflow Developers | Private Equity/ Venture Capital Firms | Pharmacy Benefit Management Companies | Multi-specialty Medical Groups and IPAs |
| Full service Population Health Management Companies | Mobile and Digital Health Companies | Management and Strategy Consulting Houses | Pharmaceutical Companies | Retail Clinics and Pharmacies |

Why Your Seat at the Table Matters to Your Business

The opportunities for organizations in the Population Health field have never been greater. And, with opportunity often comes challenges. Will federal and state regulators and legislators create an

environment that enables Population Health? Will rapid advances in mobile health platforms disrupt or enhance current Population Health efforts? Will organizations new to the Population Health field spend precious resources reinventing the wheel or can they take advantage of the two decades of learnings from established leaders in the Population Health field?

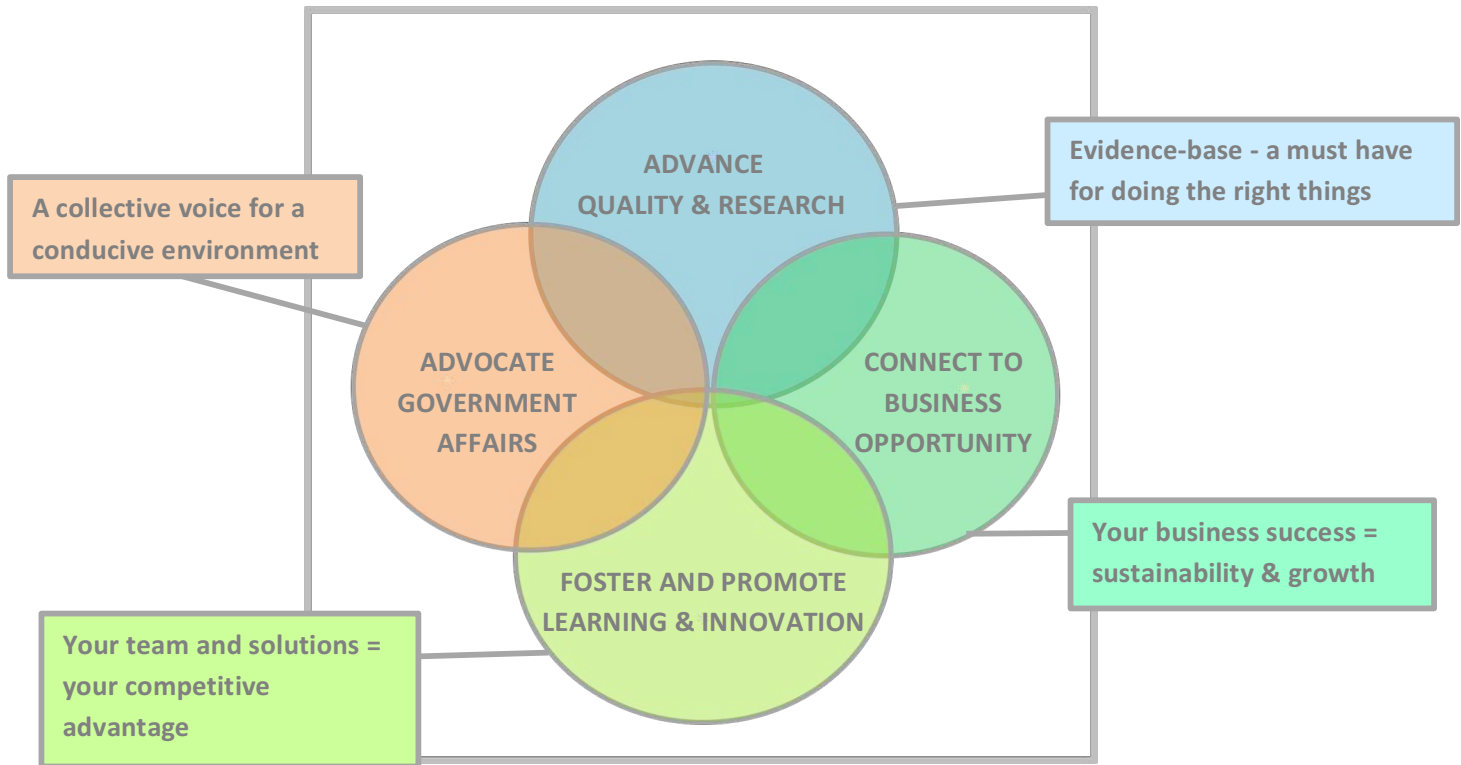
PHA can provide you with a seat at the table to develop your strategy, speed up product development cycles, and further your staff’s development. Join our broad-based membership to shape the Population Health field, develop and disseminate best practices, and network with buyers and sellers of Population Health services and tools to build your business.

| PHA Membership Can Help Organizations Grow and Thrive | | |
|--|---|--|
| Business Development | Product Development | Team Development |
| Your organization will gain exposure to potential clients and business partners through PHA promotional channels, events, and committee activities | PHA’s committees develop consensus-based, validated information and recommendations on innovations and best practices | Members of your team can gain insights through participation in committees, PHA led research, lobbying and advocacy, and PHA member-developed literature |
| PHA can provide targeted promotion of products and services | Your organization will be able to receive current market feedback from industry experts | Your team will have multiple learning opportunities by attending PHA webinars and Forums |
| PHA provides constant monitoring of and response to external threats and opportunities impacting the success of your organization’s mission | You will have access to organizations and individuals with deep experience in Population Health | Your team will be able to interact with industry leaders in PHA committees and at PHA events |

OUR MISSION: SERVING OUR MEMBERS AND THEIR POPULATIONS

The mission and vision for the Population Health Alliance is to be the go to entity for supporting a coalition of diverse stakeholders to advance consumer focused health goals and achieve high quality, affordable care. Further PHA supports the continuous evolution of Population Health solutions to meet current and future consumer and market needs. We do this through a series of activities designed to convene the industry and other stakeholders to strengthen our voice, promote the innovative solutions of our members, foster learning to facilitate innovation and best practice, and advocate to assure that the purchasing, legislative, regulatory, and policy environment is conducive to the interests of the populations our members serve.

HOW WE DELIVER



How Benefits of Membership Pays for Itself...and Then Some. JOIN NOW!

In most cases, your membership dues will be more than offset by the financial benefits of membership such as discounts on training for your employees and attendance at industry conferences, courtesy job postings, or prepaid member only subscription to Population Health Management. (See specific membership levels and benefits below).

Exposure, Promotion, Networking, and Business Development

Since its founding, PHA continues to be the only non-profit industry trade and professional association representing the full range of companies, organizations, and individuals in the Population Health field across the continuum of care. PHA provides opportunities for members to promote their organizations and network with buyers and sellers of Population Health services and tools to build their business.

- PHA WEBSITE, eNEWSLETTER, and POPULATION HEALTH RESOURCES DIRECTORY
 - 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 site
- eNewsletter recognition – Have a recent contract win or award, an exciting company announcement or a groundbreaking white paper? We'll feature it in our newsletter to share with a distribution list of over 5,000 payer, provider, and industry executives.

- EDUCATIONAL WEBINARS – PHA members have the opportunity to present one webinar annually through PHA at no charge, a \$5,000 sponsorship for nonmembers, with typically more than 500 participants.
- GUEST BLOGGING – PHA members can submit posts at no charge for our PHA Voice blog
- SOCIAL MEDIA - [@PHAVoice](#) twitter and our [LinkedIn group](#) are both very active. We'll retweet you promote your discussions in our LinkedIn group
- DISCOUNTED EXHIBITING OPPORTUNITIES AT PHA SPONSORED CONFERENCES – PHA member organizations receive deep discounts on opportunities to showcase your products and services at conferences sponsored by PHA

Education, Content, and Thought Leadership

PHA offers a wide variety of educational opportunities providing the most authoritative and current information on Population Health. PHA members receive discounts and preferred pricing for PHA led and co-sponsored events, discounted rates for professional population health certification training, and free access to publications and webinars.

- POPULATION HEALTH MANAGEMENT- Complimentary online subscriptions to the industry's only peer reviewed journal, [Population Health Management](#) brought to you in collaboration with the Thomas Jefferson University College of Population Health -the industry's first college dedicated to Population Health. A value of \$1157 per subscription.
- PHA SPONSORED CONFERENCES AND MEETINGS - PHA members receive discounted registration to attend conferences and meetings conducted and sponsored by PHA including member only meetings and the Population Health Colloquium. Example discount of \$500.
- MOTIVATIONAL INTERVIEWING TRAINING AND CERTIFICATION – PHA members receive a 25% Discount off of Chronic Care Professional Certification provided by [Health Sciences Institute](#), a value of nearly \$350 per person.
- EDUCATIONAL WEBINARS – PHA member organizations receive complimentary registration to PHA sponsored webinars throughout the year, a value of between \$150 and \$350 per session.
- PHA PUBLICATIONS AND WHITE PAPERS – PHA members receive complimentary access to our exclusive white papers and publications on such topics as Outcomes Measurement, application of Population Health principles in ACOS and PCMHs, Transitions of Care, and the science of worksite Wellness Programs. A value of between \$150 and \$500 per publication.

Opportunity to Shape the Industry

PHA offers a wide variety of opportunities to communicate and work directly with other industry leaders through member's only committees and work group activities and annual meetings. Through these initiatives, PHA members have the opportunity to shape the Population Health field by participating in public policy advocacy, documenting and disseminating best practices, and creating the standards by which Population Health is measured.


- **QUALITY AND RESEARCH STEERING GROUP** – Each year, the PHA Quality & Research Committee creates priorities and operationalizes a research agenda for its many committees. Examples of Q& R priorities for 2015-2017 are:
 - Social Determinants of Health (Program Implications, Analytics and Measures)
 - Measurement & Evaluation Guide for Employee Health & Wellness Programs (with HERO)
 - Consumer and Provider Engagement
 - Value on Investment
 - International Best Practices and Marketplace

- **GOVERNMENT AFFAIRS COUNCIL**- The PHA Government Affairs Council’s role is to ensure evidence-based advocacy on Population Health issues accomplished through multiple channels to include submitting comments to proposed regulations, writing letters of support or concern to regulators and legislators, holding briefings and individual member visits on Capitol Hill. Included in the topics of focus for the Committee during 2015 were:
 - Led a coalition of stakeholders that coordinated legislative and administrative agency activities with an eye towards promoting and educating decision makers on the importance of population health approaches amidst evolving EEOC, Departments of Labor, Justice and Health and Human Services rules and regulations.
 - Promoted and advocated for best practice chronic care management and population health be woven into new delivery and payment models for Medicare, Medicaid, commercial and multi-payer initiatives.

- **The BOARD OF DIRECTORS** – The PHA BOD sets the strategy and agenda for the organization and is made up of industry thought leaders from member organizations. These individuals are carefully selected through a nominating process and are often mentored through committee work in order to prepare for this esteemed service role.

Join Now

The Population Health Alliance has membership levels and benefits tailored to the wide variety of sizes and types of organizations. Click [here](#) to download a membership application or call Allison King, Director of Planning, Operations and Membership at (2 02) 737-5476 or email her at aking@populationhealthalliance.org.

|  | | Annual Dues/Annual Benefits | | | | | | Non-Member Pricing | | Member Savings |
|---|---|--|-----------------|-----------------|-------------------|-------------------|------------------|--------------------------|--------------------------|----------------|
| | | <\$1 million | \$1 mm to \$5mm | \$5mm to \$25mm | \$25mm to \$100mm | >\$100mm | | | | |
| | | Annual Revenues | <\$1 million | \$1 mm to \$5mm | \$5mm to \$25mm | \$25mm to \$100mm | >\$100mm | | | |
| | | Membership Dues | \$1,000 | \$2,500 | \$5,000 | \$10,000 | \$20,000 | | | |
| | | Member Benefits | Member Pricing | | | | | | | |
| Education, Content, and Thought Leadership | PHA offers a wide variety of educational opportunities providing the most authoritative and current information on Population Health. PHA members receive discounts and preferred pricing for population health conferences and meetings, discounted rates for professional population health certification training, and free access to publications and webinars. | Free PHA Sponsored Webinar Registration (~12 per year)* | X | X | X | X | X | \$150 per webinar | \$150 per webinar | |
| | | Free access to PHA White Papers and Publications* | X | X | X | X | X | \$350 per publication | \$350 per publication | |
| | | Free online subscription to Journal of Population Health* | 1 subscription | 1 subscription | 2 subscriptions | 5 subscriptions | 12 subscriptions | \$1,157 per subscription | \$1,157 per subscription | |
| | | HSI Chronic Care Professional Certification Training (25% discount) | \$1,050 | \$1,050 | \$1,050 | \$1,050 | \$1,050 | \$1,400 | \$350 per attendee | |
| | | Discounts to PHA and PHA Partner Conferences and Meetings | X | X | X | X | X | Varied | 15% to 25% | |
| Exposure, Promotion, Networking, and Business Development | Since its founding in 2009, PHA continues to be the only non-profit industry trade association representing the full range of companies, organizations, and individuals in the Population Health field across the continuum of care. PHA provides opportunities for members to promote their organizations and network with buyers and sellers of Population Health services and tools to build their business. | Featured in PHA Press Release when joining* | X | X | X | X | X | N/A | | |
| | | Company logo/name on PHA Website* | X | X | X | X | X | N/A | | |
| | | Opportunity to publish in PHA eNewsletter at no charge (5,000 distribution) | X | X | X | X | X | \$500 per announcement | \$500 | |
| | | Company featured in Population Health Resources Directory at no charge* | X | X | X | X | X | \$1,000 | \$1,000 | |
| | | Annual opportunity to present company in PHA Webinar at no charge (average 100 - 200 participants) | X | X | X | X | X | \$5,000 | \$5,000 | |
| | | Guest blogging on PHA Voice Blog (1,000 followers) | X | X | X | X | X | N/A | | |
| | | Retweets on @PHA Voice (850 followers) and PHA's LinkedIn Group (1,850 followers) | X | X | X | X | X | N/A | | |
| Participation and Organization Governance | PHA offers a wide variety of opportunities to communicate and work directly with other industry leaders through committee and work group activities and annual meetings. PHA members have the opportunity to shape the Population Health field by participating in public policy advocacy, documenting and disseminating best practices, and creating the standards by which Population Health is measured. | Organization Membership* | X | X | X | X | X | N/A | | |
| | | Committee Membership* | X | X | X | X | X | N/A | | |
| | | Committee and Subcommittee Leadership* | X | X | X | X | X | N/A | | |
| | | Eligible for PHA Board of Directors* | X | X | X | X | X | N/A | | |

* Standard Member Benefits



PHA Membership Application

The Population Health Alliance is the premier association for the professionals and organizations that provide and support population health. PHA Membership is open to all stakeholders in the population health improvement community. Membership is on a 12 month basis. Membership dues are neither transferable nor refundable. While 1% of dues is non-deductible for federal income tax purposes, all or part of the remainder may be deductible as a business expense; consult your tax adviser.

Individual Organization

Health Care Organizations

| Annual Revenue Volume | Health Care Annual Dues |
|--|-------------------------|
| Less than \$1 million | \$1,000 |
| Between \$1 million and \$5 million | \$2,500 |
| Between \$5 million and \$25 million | \$5,000 |
| Between \$25 million and \$100 million | \$10,000 |
| Greater than \$100 million | \$20,000 |

- **Population Health Management Suppliers** — Organizations that provide wellness, disease or care management or population health services or education to patients, either directly or via telehealth applications. Dues are assessed at the greater of annual dues level of the parent company or the population health management provider company, and insurance organizations. Revenue is measured by population health related revenue
- **Population Health Management Support Organizations** — Includes organizations providing support services to population health management providers including software solution providers, health information technology innovators, remote patient monitoring device manufacturers, electronic medical record systems, personal health record suppliers, predictive modeling and other stratification services. These organizations do not offer care management.
- **Insurance organizations** — Includes traditional HMO's, Insurers, etc.

Partner Organizations: \$3,000

- **Purchasers and Investment Firms** - Companies that typically purchase population health management programs such as non health care related employers, Union groups, TPAs or those that invest in Population Health Management companies such as Private Equity Firms, Angel Investors, Investment Banks
- **Provider Groups** — Includes organizations such as integrated delivery networks, patient centered medical homes Accountable Care Organizations, health systems (hospitals)
- **Other Non-Profits** — Non-profit organizations excluding health plans, and non-profit hospitals

Individuals: \$350

*Note: Individual members are intended for population health practitioners. PHA reserves the right to review all individual memberships and request upgrade to organizational status

Organization Name: _____

Primary Contact: _____

Address: _____

Phone: _____ Email: _____

Company Web site/URL: _____

Method of Payment

The application review process requires three to five business days. The Population Health Alliance will provide an invoice for all methods of payment, including credit card payments. We do not accept purchase orders. Payment must be submitted within 15 days of application submission.

Payment Type: Check Please Invoice Us

Credit Card Type: Visa Mastercard American Express

Credit Card Number: _____ Expiration Date: _____

CVV: _____ Billing Zip: _____