



## Pinnacle Awards & Best Practices

# Advancing the Value of Managed Care



### PURPOSE:

Each year the Michigan Association of Health Plans hosts an application process where member health plans compete to showcase their most innovative healthcare strategies and programs that advance the value of managed care. This year there will be two in-person events where awards will be handed out and winners will be asked to explain their award-winning healthcare best practices.

**Pinnacle Awards Reception:** Awards will be presented at the annual Pinnacle Awards Dinner this year on September 27th in Lansing.

**Best Practices Forum:** Award winners present before their peers explaining their award-winning programs at the Best Practices Forum, which will be held at the English Inn in Eaton Rapids on November 9th.

Key leadership and program directors from health plans attend both in-person events. This year, both events are also planned around MAHP Board meetings where health plan CEO's and other key senior leaders will likely be present at each event.

### PARTNERSHIP OPPORTUNITY:

This year, we have three sponsorship opportunities available. These events allow our partners to network more intimately with all health plan attendees. Typically, all 11 members plan to participate and attend both the Pinnacle Awards reception and Best Practices Forum. Below is a list of items included in the sponsorship, which includes friends of MAHP membership and benefits at MAHP's summer conference, the largest health care conference in the state that has roughly 400 attendees.



## Event Sponsorship \$7,500 (Limited of 2)

- Speaking opportunity during the Pinnacle Awards Reception & Best Practices Forum
- Seating for five at both Pinnacle Awards Reception & Best Practices Forum
- Attendance for five at MAHP's Legislative Reception with Michigan Lawmakers
- Two registrations to MAHP Summer Conference and a complimentary vendor booth at the conference
- Friends of MAHP Membership for 2022, which includes access to MAHP insights newsletter to health plans and opportunities to share about your business
- Full page display ad in the Pinnacle Award booklet
- Recognition as a major partner at both events via marketing and social media promotion
- Display table at the Pinnacle Award Reception and exhibit table at Best Practices Forum
- Monthly opportunity to include your news and stories in our monthly e-newsletter, distributed to health plan members, health care leaders in the state, and elected officials



## Friend of Pinnacle Awards & Best Practices \$2,000 (Unlimited)

- Half page ad in the Pinnacle Award booklet
- Recognition as a friend at both events
- Display table at the Pinnacle Award Reception and exhibit table at Best Practices Forum
- Seating for three at Pinnacle Award Reception and Best Practices Forum



## Supporter of Pinnacle Awards & Best Practices \$1,000 (Unlimited)

- One-quarter page ad in the Pinnacle Award booklet
- Recognition as a supporter at both events
- Display table at the Pinnacle Award Reception and exhibit table at Best Practices Forum
- Seating for two at Pinnacle Award Reception and Best Practices Forum

### Yes, we would like to be a sponsor of the 2022 Pinnacle Awards

Name: \_\_\_\_\_

Event Sponsor     Friend     Supporter

Company: \_\_\_\_\_

**Please make checks payable to:**

Phone: \_\_\_\_\_

Michigan Association of Health Plans Foundation

Email: \_\_\_\_\_

327 Seymour Avenue

Lansing, MI 48933

**Any questions can be directed to Kirsten Fisk [kfisk@mahp.org](mailto:kfisk@mahp.org) or 517.242.3185**