

NHCAA Partner Webinars consistently attract significant interest, with nearly 1,000 registrations and a participation rate of 66%. Partner Webinars enable you to share insights, demonstrate products, and provide expertise to NHCAA's network of more than 90 health plans and government agencies. Hosting a Partner Webinar is an excellent way to increase your visibility and interact directly with the health plan sector. NHCAA takes care of marketing, while you handle registration and select your preferred webinar platform, ensuring direct communication with health plans.

Partner Responsibilities

The Partner will provide the following information 4-6 weeks prior to the Webinar so that NHCAA can begin marketing:

- Webinar Title – catchy, no longer than 10 words
- Description – (150-200 word)
 - Include the topics covered, who should attend, any benefits of attending.
 - Be specific to attract relevant registrants and to reach your target audience.
- Speaker(s) Information – Name, job title, company affiliation, and headshot (optional)
 - Co-presenter from client company or other industry experts are highly encouraged.
- Provide complimentary registration platform for ALL participants
- Provide NHCAA with a link to the webinar registration in advance of the Webinar
- After webinar, provide NHCAA with registration and participation totals.

NHCAA Responsibilities

NHCAA will:

- Consult, upon request, with Partner on content and learning objectives to encourage maximum participation
- Provides timeline with dates and deadlines
- Ensure Partner logo recognition on all promotional materials
- Send **2** emails advertising the webinar to the NHCAA Marketing List (10k+ distribution)
- If promotional materials are received timely, webinar will also be promoted in the Smart Brief newsletter.
- Offer **1** CPE hour to webinar participants towards AHFI certification requirements
- Provide a link to the Partner for attendees to complete a webinar attestation and evaluation
- Send attestation and evaluation results once complete.

Partner Webinar Fee

NHCAA Supporting Members: \$5000

Non-member: \$7500

An invoice will be provided once the webinar has been scheduled and is due within 30 days.

Questions: Contact NHCAA at nhcaa@nhcaa.org



Request Form

Contact Person	
Name	
Title	
Organization	
Phone Number	
Email	

Dates for Hosting Partner Webinar – TUESDAY PREFERRED		
Month requested	Option 1 (date)	Option 2 (date)

Proposed Webinar Topic	
Title <i>(less than 10 words)</i>	
Description <i>(150-200 words)</i>	
Speakers <i>(Name and title)</i>	
Link to registration	
Contact person for registration questions	

Logistics	
Will you provide an opt out list for marketing emails?	<div style="display: flex; justify-content: space-around;"> YES NO </div> If yes, the list will be needed 4-6 weeks in advance of the webinar.