

OUR MISSION IS TO FOSTER BUSINESS OPPORTUNITIES BETWEEN OUR MEMBERS THROUGH VALUED RELATIONSHIPS, COLLABORATION, EDUCATION AND REFERRALS.

WHO WE ARE

The Managed Care Resource Alliance (MCRA) is an assemblage of industry leaders that provide services, products and/or subject matter expertise to Managed Care organizations. Our alliance consists of prominent and experienced organizations that are partnering to provide transformative solutions to our clients.

OUR VALUE

Through the collaboration of our members, MCRA helps drive performance improvements, deliver exceptional service, transform care and champion the health and wellbeing of the communities our members serve.

WHO WE HELP

MCRA is dedicated to supporting the needs of:

- Managed Care Organizations
 - Medicare
 - Medicaid
 - Commercial
 - Self-Insurance
- Industry Resources and Delegated Entities
- Combined Payer-Provider Organizations

OUR APPROACH TO BUSINESS DEVELOPMENT

Growing a business in today's siloed Health Plan environment is very challenging. While the "preferred vendor" model has a place in many industry organizations, health plans often find that many targeted resources do not have the ability to fully understand or meet many of the complex challenges being faced today. *MCRA is not a sales organization.* It is a safe place for health plans to come for advice and guidance from leading resources that are focusing and collaborating on managed care industry challenges.

Industry Leading resources can better serve health plan challenges through collaboration!

WHAT MAKES MCRA MEMBERSHIP UNIQUE?

MCRA carefully vets our members. Our focus is to provide health plans with a singular, best-in-class source to support all areas of today's complex managed care ecosystem.

With no competition, members are free to collaborate openly to develop meaningful solutions.

SOLUTION MEMBERS

Through the collaboration of our Solution Members, MCRA helps drive performance improvements, deliver exceptional service, transform care and champion the health and wellbeing of the communities our members serve.

CONSULTANT MEMBERS

Consultant Members are experts in key aspects of health insurance and related support areas of managed care. They contribute to MCRA's focus on business development and serve as support for our solution members, bi-directional business referral sources, and as conduits for envisioning business development activities between our solution-focused members.



ARE YOU READY TO JOIN THE ALLIANCE?

The Managed Care Resource Alliance (MCRA) is intended to be a valuable resource for your company outreach and growth initiatives. MCRA acts as a partner to fellow members of the Alliance. Active participation and willingness to support other members will facilitate strong relationships and new opportunities.

MEMBER EXPECTATIONS

- ✓ Annual Membership Fee (2024: \$2,500/year)
- ✓ Attendance at monthly member meetings
- ✓ Active participation and engagement in MCRA activities and initiatives
- ✓ Sharing valuable content to post on blog/social at least once per six month period.
- ✓ Collaboration with fellow MCRA Members to grow our collective business
- ✓ Responsiveness to fellow member request and questions in timely and respectful manner



MCRA MEMBER BENEFITS

MCRA Leadership is continuously developing partnerships with resources in the industry to increase the benefits available to MCRA Members. **Below are highlights of some of the benefits available to MCRA Members:**

- ✓ Company profile on MCRA website
- ✓ Exclusivity for defined industry category (No competition among MCRA Members)
- ✓ Full access to MCRA Member directory
- ✓ MCRA Member badge to proudly display on company/organization website
- ✓ Participation in collaborative workshops, industry discussions and problem solving sessions
- ✓ Leads and referrals from fellow members
- ✓ Access to industry news and announcements, information sharing, and regulatory & technology updates at member meetings and through e-blasts
- ✓ Ability to share news, articles, press releases and events via MCRA website and LinkedIn
- ✓ Opportunity to spotlight company/organization and present the value you bring to a health plan during member meeting
- ✓ One-year complementary consulting with MCRA Leadership team
- ✓ Industry exposure through MCRA Industry Leader Interview series and other MCRA marketing
- ✓ Discounts off exhibit, attendance, and sponsorship fees to industry events through our partnership with Strategic Solutions Network (SSN)
- ✓ Discounts off LinkedIn sales & marketing services through our partnership with LeadHero

NEXT STEPS

- Complete the MCRA Membership Inquiry Form online at managedcarealliance.org/inquiry
- Specify if you are enrolling as a **Solution Member** or **Consultant Member**
- Prospective Member Interview (*Membership is subject to interview and evaluation of value proposition*)
- Following acceptance:
 - Complete Membership Enrollment Form (*link provided via email*)
 - Review and sign NDA
 - Submit Membership Fee