



MCRA

MANAGED CARE RESOURCE ALLIANCE

RELATIONSHIPS • KNOWLEDGE • SOLUTIONS

MEMBERSHIP OVERVIEW

JOIN THE ALLIANCE



EVOLVING BUSINESS DEVELOPMENT THROUGH STRATEGIC RELATIONSHIPS, KNOWLEDGE, AND SOLUTIONS

Who We Are

The Managed Care Resource Alliance (MCRA) is an assemblage of industry leaders providing services, products and/or subject matter expertise to Managed Care organizations.

The Alliance consists of prominent and experienced organizations who partner to provide transformative solutions to the Managed Care industry.

Growing a business in today's siloed health plan environment is very challenging. MCRA takes a different approach!

Health plans find that targeted resources do not have the ability to fully understand or meet many of the complex challenges being faced today.

MCRA can be a valuable resource for your company outreach and growth initiatives—building partnerships among Members of the Alliance. Active participation and willingness to support other MCRA Members facilitates strong relationships and new opportunities.



OUR MISSION IS TO FOSTER OPPORTUNITIES BETWEEN MEMBERS AND THE MANAGED CARE INDUSTRY.



STRATEGIC RELATIONSHIPS

Members gather frequently to connect with company representatives, build synergies, and discuss industry trends.



PARTNERED COLLABORATION

With no competition in the Alliance, Members collaborate openly to develop innovative solutions to real industry challenges.



INDUSTRY KNOWLEDGE

MCRA facilitates discussions among thought-leaders and provides opportunities to showcase strategies and solutions for health plans.



INNOVATIVE & TAILORED SOLUTIONS

MCRA connects health plans to premier managed care vendors equipped to address and solve the organization's current challenges.

WHY SHOULD YOUR COMPANY JOIN THE ALLIANCE?

What Makes MCRA Membership Unique?

- ✓ Access to a network of industry leaders
- ✓ Increased visibility and credibility
- ✓ Targeted business development opportunities
- ✓ Collaborative marketing and brand exposure
- ✓ Exclusive educational resources and thought leadership
- ✓ Opportunities to showcase expertise at industry events



MEMBER



COMPANY



WHAT IS MCRA LOOKING FOR IN A MEMBER?

MCRA carefully vets managed care vendors to verify they adhere to the highest standards as industry leaders. Members retain exclusivity in their designated industry category. MCRA's focus is to provide the industry with a singular, best-in-class resource to support all areas of a managed care organization's challenges.

MCRA evaluates prospective Members using the below criteria:



**INDUSTRY STANDING
AND REPUTATION**



**PRODUCTION AND
TECHNOLOGY
CAPABILITIES**



**EXPERTISE IN THE
MANAGED CARE
SPACE**



**CULTURE OF
CLIENT-FIRST
SERVICE**



**FOCUS ON
ADHERING TO
REGULATORY
COMPLIANCE**



**PROACTIVE
ATTITUDE TOWARDS
CONTINUOUS
IMPROVEMENT**



**PERFORMANCE
INDICATORS - ROI**



“Since joining MCRA, I’ve had so many positive interactions! One of the best parts of being a MCRA Member is the ability to freely discuss ideas with other Members. Knowing that my company is not competing against anyone else in the Alliance allows me to bounce ideas off others. This counsel gives me the ability to make sound business decisions.”

INTERESTED IN EXPLORING MEMBERSHIP?

MCRA Membership can be a valuable business development tool for managed care vendors. With annual enrollment fees as low as \$5,000*/year, the investment has potential to yield impressive results. Regular attendance, active participation, and engagement are the keys to success in MCRA.

**If you are interested in joining the Alliance,
please complete a few simple steps to get started:**

1

Membership Inquiry Form

Complete the MCRA Membership Inquiry Form online:
managedcarealliance.org/inquiry

2

Attend Interview

After reviewing your inquiry form, your key decision-makers may be invited to attend a **prospective member interview**.

3

Complete Onboarding

If you are approved for MCRA Membership, you will be invited to complete the **Member Enrollment Form**, submit **NDA** and process annual **membership fee**.



“Being a MCRA member has been very valuable for our company. We have been able to better keep tabs on industry developments through MCRA, and have made great partnership introductions.”