

APG Partner Program



AMERICA'S
PHYSICIAN
GROUPS

Lura Hawkins, MBA
VP, Partnerships and Health Care Industry Relations

Who and What are APG Partners?



Corporate, Associate, and Affiliate levels



IT, pharmaceutical, health plans, consulting, venture capital, hospitals, and others



Support APG members in a variety of ways – for example, by sponsoring educational webinars for members, or by attending and participating in various APG meetings

Partnership Benefits

3

Partnership Benefits	Corporate	Associate	Affiliate*
Acknowledgment of partnership on the APG website and other branded collateral. A one-sentence description of your organization and a link from the partner list on the APG website to the partner corporate website	✓	✓	✓
Partners receive APG's Washington Update weekly e-newsletter and other general APG information	✓	✓	✓
Partners can attend and participate in APG's General Membership Meetings, Emerging Trends webinars, and other educational programs.	✓	✓	✓
Partners participate in and are represented on APG's Partner Advisory Council	✓	✓	✓
APG offers an e-newsletter to members with highlights of partners' activities	✓	✓	✓
Partners can participate in the APG California Policy Update for Partners	✓	✓	✓
Corporate partners can offer one webinar for APG members annually at no cost (additional webinars must be sponsored)	✓		

*Affiliate level reserved for companies with \$5M annual revenue or less

Partnership Benefits

4

SPECIAL CONSIDERATIONS	CORPORATE	ASSOCIATE	AFFILIATE*
Partners can nominate faculty to present educational programs at selected APG meetings	✓	✓	
Partners can meet with APG leadership to discuss potential joint initiatives	✓		
Partners can submit resources, e.g. white papers and issue briefs, for potential listing in the resources section of the APG website	✓	✓	✓
Partners can request presentations and education sessions from APG staff for corporate meetings (must complete the speaker request form and cover related costs	✓	✓	✓

*Affiliate level reserved for companies with \$5M annual revenue or less

Partner Discounts

5

Preferential consideration is given to partners to sponsor and/or exhibit at the APG Spring and Fall Conferences as follows:

PARTNERSHIP DISCOUNTS <i>for conferences, meeting sponsorships, and programs</i>	CORPORATE	ASSOCIATE	AFFILIATE*
Partners pay discounted registration fees to attend APG conferences	✓	✓	✓
If partners elect to be top-level sponsors, they receive additional free registrations	✓	✓	✓
Partners pay discounted fees to exhibit at APG conferences and receive special consideration for placement of exhibit booths	✓	✓	✓
Partners may have special opportunities to sponsor educational programs or offer product showcases at APG conferences	✓		
Partners receive discounts and priority for offering Sponsored Webinars to APG members	✓	✓	✓
Corporate partners receive priority to sponsor special programs, such as the APG LIVE series	✓		
Partners receive discounts and priority to support regional meetings and forums for APG members	✓	✓	✓
Partners receive discounts and priority to sponsor special projects, such as jointly created white papers and issue briefs	✓	✓	✓
Individuals who are part of a partner organization may join the APG Advocates program at the member/partner price. The benefits of this program are separate from the APG Partner programs	✓	✓	✓

*Affiliate level reserved for companies with \$5M annual revenue or less

APG Meetings

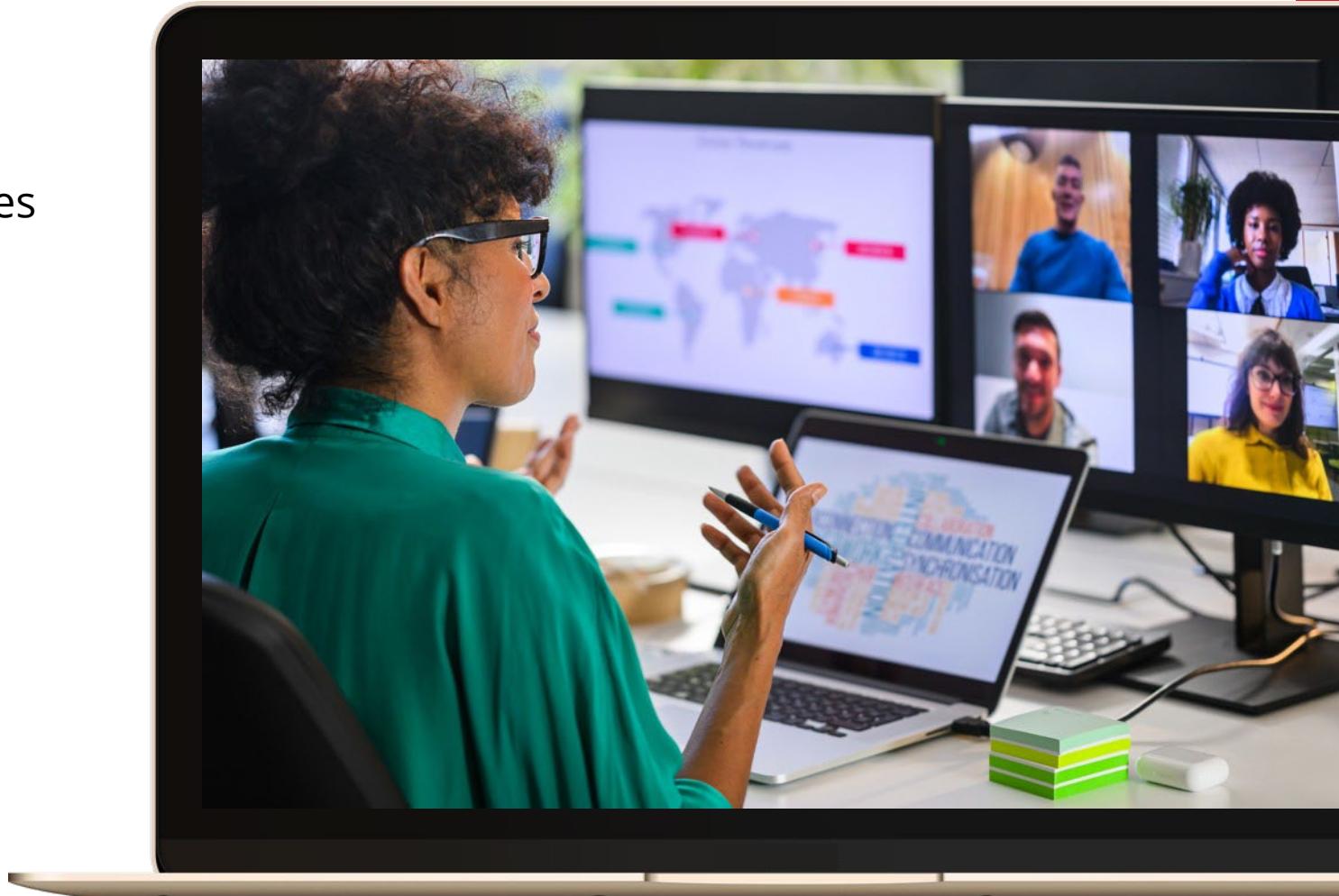
Partners can participate in many APG meetings expressly open to them!



Meetings Open to Partners

7

- General Membership:
Periodic virtual sessions to update
members & partners on APG activities
- Policy Webinars*: Virtual
- Emerging Trends Sessions
- Special Partner California Policy
updates
- Partner Advisory Council*



General Membership Meetings

Meet virtually ~3 times per year | Open to all partners



These one-hour virtual meetings provide updates on what is new at APG, relevant policy developments affecting the membership, and forthcoming events

Webinars Open to Partners



Policy Webinars

Policy webinars are ad hoc meetings.

- Topic examples:
 - ◆ Medicare Advantage rate notice
 - ◆ Medicare Physician Fee Schedule
 - ◆ Proposed rules



Emerging Trends Sessions

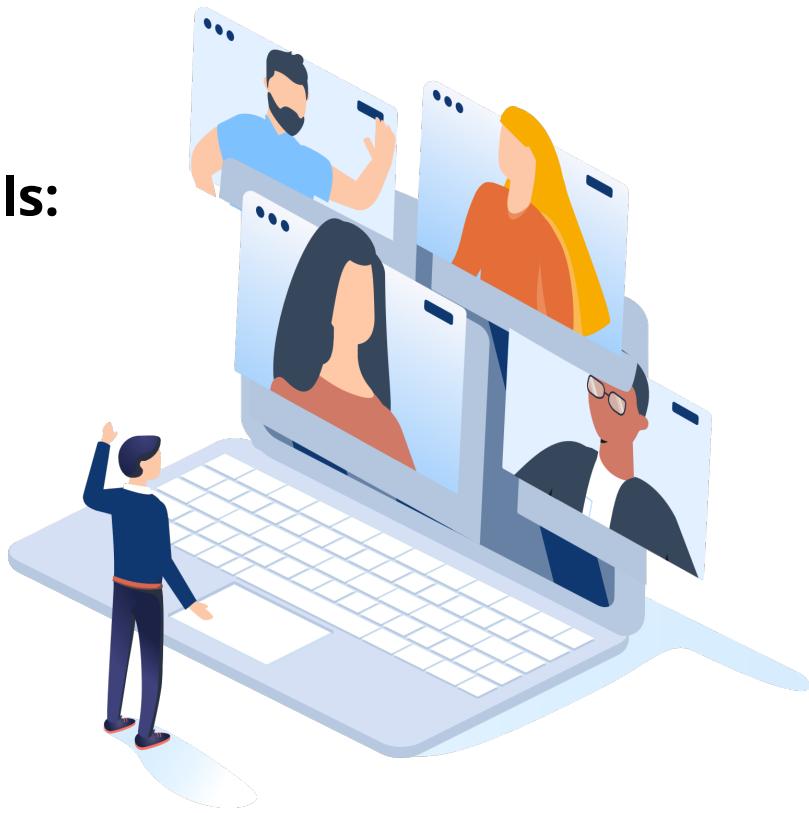
Bi-Monthly “Emerging Trend” sessions on LinkedIn focus on current, timely issues and topics.

- Topic examples:
 - ◆ Behavioral Health and AI
 - ◆ Whole Family Health Care
 - ◆ New CMMI programs

California Policy Update for APG Partners

This 1-hour webinar is provided twice a year. Goals:

- Provide updates regarding pending or new legislation
- Provide updates regarding proposed or new regulations
- Provide opportunity to ask questions directly to the CA policy team



APG Partner Advisory Council

Meets twice annually | 1 attendee per partner organization. Goals:



Increase communication



Obtain timely feedback from partners



Receive input on new program ideas



Learn partner priorities



Share new opportunities

Resources Webpage

Link is located under the “Programs & Resources” tab on the APG website

GROUPS 

About 

Advocacy 

Meetings & Events 

Programs & Resources 

News & Media 



[APG Value-Based Contracting Manual](#)

[APG Standards of Excellence™](#)

[APG Case Studies in Excellence](#)

[APG Group Purchasing Program](#)

[APG Publications](#)

[Resources](#)

This page offers educational resources, research, tool kits, and other information for APG Members. If you wish to contribute items, please email communications@apg.org.

Resources - America's Physician Groups + apg.org/educational-resources-for-apg-members/

APG WebEx Enterprise Virtual Experience Platform Let It Snow, Let It... Dynamics 365 Login Login Cvent Passkey™ Platform Empower Retirement Sanofi US Services, Inc. Dashboard | America's Physician Groups Evergreen Home Loans Home Page - MSD... PDX Travel Options... All Bookmarks

AMERICA'S PHYSICIAN GROUPS

About Advocacy Meetings & Events Programs & Resources News & Media

Search Join APG Log In

RESOURCES

This page offers educational resources, research, tool kits, and other information for APG Members. If you wish to contribute items, please email Greg Phillips.

 **WISCONSIN COLLABORATIVE for
HEALTHCARE QUALITY**

Obesity Tool Kit and Educational Information

The Wisconsin Collaborative for Healthcare Quality (WCHQ) Obesity Advisory Group created this toolkit to address both clinical and operational workflows for treating obesity in primary care practice. To access the toolkit and their website click [here](#).

 **Humana**

Humana Value-Based Care Report 2023

What exactly is Value-Based Care?

Value-based care (VBC) is a term that may not always resonate with people. So what does it mean for patients and what does it mean for physicians and other clinicians? To access the their Value-Based Care report click [here](#).

Sponsor & Promotional Opportunities



Advisory Boards



Spring Conference



Fall Conference



Sponsored Webinars



New Resources Webpage



White Papers



Forum/Regional Meetings

- Clinical Quality Leadership
- Contracts
- Pediatrics
- Pharmaceutical Care
- Regional locations



Major Programs

- Coalitions
- Policy webinars
- Special board meetings

Sponsored Webinars

One complimentary webinar per year included for Corporate level partners. Roles:

Partners

- Choose the topic
- Produce the content
- Select the speakers
- Determine the audience
- Select the date/time with your convenience in mind
- Provide agenda/content

APG

- Sets up the webinar
- Promotes the program
- Invites members, partners, and others as directed by partner
- Webinars are recorded
- Names, titles, organization, and registrant locations (state) will be shared

Sponsored Webinars

One complimentary webinar per year included for Corporate level partners

Sample topics

- Medical Group Pharmacy Trends and Drug Pipeline
- DCE & ACO Toolkit - All The Things You Need To Do To Successfully Take Risk
- Drive-Thru Immunization - An Alternative Approach To Flu Campaign This Fall
- Building A Successful ACO Risk Adjustment Program
- Reimagining The Physician Role To Serve Seniors In The Wake Of A Crisis
- Overcoming Obstacles: Successfully Managing The High-Risk Chronic Disease Patient

Sponsor Opportunities - Forums

Clinical Quality Leadership

- Oversee content and weighting of SEO survey
- Forum to address challenges and share best practices

Contracts

- Risk contract analysis and evaluation
- Best practices
- Contract & regulatory compliance issues
- Sharing of legally permitted information

Pediatrics

- Immunizations
- Chronic conditions
- Pediatric perspective on the Standards of Excellence Survey

Pharmaceutical Care

- Pharmacy/Pharmacy Benefit Management
- Clinical Quality measurement programs such as CMS Stars and HEDIS
- Incorporating Pharmacists into the Care Team

Sponsor Opportunities: Regional Meetings With APG Members



Southern
California



Northern
California



Puerto
Rico



Southeastern
US



Hawaii



Northwest



Texas



San Diego

AMERICA'S
PHYSICIAN
GROUPS



APG Spring Conference 2026

SAVE THE DATE!
MAY 27 – 29

Marriott Marquis
San Diego Marina
San Diego, CA



Questions?

Lura Hawkins

LHawkins@apg.org

213-239-5046

Brett Valenstein

BValenstein@apg.org

213-239-5050