

## **PARAMETERS FOR PARTICIPATION IN AHIP “THOUGHT LEADERSHIP” PROGRAMS**

AHIP believes that health care stakeholders can benefit from educational programs on key health care issues. Therefore, AHIP is offering thought leaders various opportunities to make presentations (e.g., through podcasts, webinars, and live tapings) and develop written materials (e.g., white papers), which may be posted on the AHIP website. We believe this is an excellent forum to showcase not only our member plans but also innovators in our industry.

The terms of participation in these opportunities are covered in contractual agreements between AHIP and individual thought leaders (“Companies”). Companies also are required to abide by participation parameters. This document contains these parameters as well as background information on the AHIP website (“Website”), which can provide Companies with useful context as they participate in AHIP’s sponsored programs.

### **Background information regarding the Website:**

- The Website is a public communication tool for AHIP. Website content is concise, reportorial, respectful, and apolitical.
- The Website’s primary audience consists of professionals working in health insurance plans. In addition, individual consumers, members of Congress and their staff, government employees, and the news media often consult the Website.
- The Website focuses on the health plan community’s efforts to address the fundamental needs and challenges of the current system. Specifically, the Website highlights AHIP member companies’ programs that promote quality and affordability. These programs include innovative models of care delivery; new payment models that seek to align payment with quality and affordability goals; and programs that promote greater consumer engagement in health care decisions. The Website does not include subject matter content pertaining to controversial issues, or financial gains or profits.
- Website materials reflect the industry’s belief that the way to achieve business goals is through innovation, a focus on the consumer, improved quality, and greater efficiency.

### **Participation parameters**

- Materials and presentations are to be educational in nature, rather than sales directed. Materials and presentations will not discuss the attributes of Companies’ products, comparatively or otherwise, or the relative merits of particular entities.

- Materials and presentations are to address particular subject matters, determined by AHIP, as appropriate areas of education.
- Materials and presentations will be consistent with AHIP's roles as membership association, contributor to policy discussions, and educator. Thus, materials and presentations will discuss general matters of interest, rather than make references to individual AHIP members or specific AHIP member segments.
- Materials and presentations are not exclusive. For example, AHIP's website may contain written materials from more than one thought leader. Similarly, more than one thought leader may be provided an opportunity to make an AHIP-sponsored presentation.
- Companies are solely responsible for the content of their materials and presentations. The following disclaimer must be placed on materials, presentations and in other appropriate areas to clarify that the materials and presentations do not reflect AHIP's views or AHIP-approved content:

This [presentation/paper/etc.] represents the views of the author, not America's Health Insurance Plans (AHIP). The publication, distribution or posting of this [presentation/paper/etc.] by AHIP does not constitute an endorsement or guaranty of any product or service by AHIP.

- Because the content is being made available through AHIP's website, AHIP must review materials and presentations before they are posted.
  - Materials and/or presentations will be provided by Company to AHIP at least 5 days prior to posting for review.
  - AHIP shall have the sole right to accept or reject (for any reason) Company materials and/or presentations, request that such materials and/or presentations be modified before being posted to the Website, and/or delay the posting (for any reason) of such materials and/or presentations on the Website.
- Materials and presentations should:
  - Be compliant with intellectual property laws (e.g., not infringe the intellectual property rights of a third party);
  - Be compliant with antitrust and other laws (e.g., not discuss pricing, future business plans, or other antitrust-sensitive issues);
  - Not involve disparagement of any person(s) or entity(ies); and
  - Not provide information that is inaccurate or misleading.
- If, at any point, AHIP becomes aware that materials or presentations are not compliant with the above parameters, it shall have the right to remove the materials and/or presentations from all public sources until the issue is resolved.

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