

Showcase your company and connect with Texas clinical leaders

The Texas Association of Health Plans (TAHP) brings together clinical decision-makers from health plans across Texas for a focused, high-value forum. This is a unique opportunity to share insights, engage directly with clinical leaders, and be part of meaningful conversations shaping care delivery.



Choose your engagement

Clinical Thought Leader

Lead a 40-minute clinical or educational session designed to inform and elevate discussion. Content must be clinical, educational, or policy-focused. No sales or product promotion.

Solution Partner

Deliver a 20-minute solution presentation with Q&A focused on real-world challenges and practical applications. Presented in a private setting with competitors excluded, allowing for more open, targeted discussion.

All sponsors receive

- 2 complimentary registrations
- Access to the Networking Dinner
- Access to the forum through lunch
- Post-meeting attendee list (forum day only)
- Logo placement in forum materials

Sponsorship Investment: \$7,500

TAHP Member Special Rate: \$5,500

TAHP HEALTH PLAN MEMBERS

- Aetna/CVS
- Blue Cross Blue Shield of Texas
- CIGNA
- Community First Health Plan
- Community Health Choice
- Cook Children's Health Plans
- Curative Insurance
- Driscoll Children's Health Plan
- El Paso Health
- Harbor Health
- Humana
- Memorial Hermann Health Solutions, Inc
- Molina Healthcare of Texas
- Oscar Insurance Corporation of Texas
- Parkland Community Health Plan
- Prominence HealthFirst of Texas
- SCAN Health
- Scott & White Health Plan
- Sendero Health Plan
- Seton Health Plan
- Superior HealthPlan
- Texas Children's Health Plan
- Texicare
- UnitedHealthcare
- Wellpoint

Presentation Guidelines

Clinical Thought Leader ⌚ 40 Minutes, Incl. Q&A ✦ Educational		Sales Solution ⌚ 20 Minutes, Incl. Q&A ✦ Promotional
Goal	Inform, educate and examine a clinical issue, case, study or data.	Help attendees understand and evaluate a product, service or technology.
Tone	Objective, balanced and analytical.	Clear, relevant and solution-focused.
Content	Use credible evidence and sound scientific methods. Include relevant findings, limitations and contrary evidence. Connect the information to health plan decisions, strategy or member outcomes. Company branding may appear sparingly but must remain minimal and unobtrusive.	Explain the challenge, how your solution works and the results it can deliver. Product details, demonstrations, customer examples and company branding are appropriate.
Outcome	Leave attendees with a clearer understanding and useful takeaways—not a reason to buy.	Give attendees enough information to consider your company as a potential partner.
Allowed	Research · Trends · Case lessons · Frameworks · Discussion	Product details · Demos · Customer examples · Results · Clear next step
 Not Permitted: Product demos, Sales claims, Lead collection, Sales call to action		



The Company-Removal Test

If your company name, product and services were removed, would the presentation still be useful and complete? If not, this is a Sales Solution.

Know Your Audience

Health plan clinical leaders want credible information they can use.

Aim For

- ✓ Essential clinical context
- ✓ Evidence tied to plan decisions
- ✓ Real-world lessons and outcomes
- ✓ Specific, useful takeaways

Avoid

- ✗ Deep scientific or technical lectures
- ✗ Drug-by-drug or product comparisons
- ✗ Dense jargon and unexplained acronyms
- ✗ Broad ideas with no health plan application

Clinical Thought Leader decks are subject to TAHP review and approval.