



MEMBER BENEFITS VALUE STATEMENT (ROI)—NADP 2009

MEMBER BENEFITS INCLUDED IN YOUR MEMBERSHIP	Non-Member Price
2007 Consumer Survey Report	\$995
State of Dental Benefits Industry Report	\$295
Press Release distribution (cost per release)	\$500
Job postings (cost per posting)	\$500
Mailing List	\$1,000
Membership Directory (Printable Version) with contacts & enrollment information -	\$500
Member Directory Listing (Searchable Version) with logo, promotional copy, key company contacts, searchable by product/service category	\$500
Government Relations Action and Monitoring – includes LOTS	\$15,000
ADDITIONAL MEMBERSHIP BENEFITS	VALUE
Consultant fees to find out what you can learn via e-community and networking	\$10,000
Professional Speaker fees to provide programs similar to CONVERGE, Webinars & BlogTalk Radio	\$114,000
Staff and administrative support for monitoring, issue development, lobby support as well as participation in regulatory forums and standard setting including: state and federal regulations, Health Information Technology (HIT), CDT Committee, NADP Pac, etc.	\$228,000
Advice and strategic planning from a prominent health policy firm	\$150,000
Federal lobby team advancing amendments to preserve the dental benefits industry's ability to directly provide coverage under health care reform (7 months)	\$105,000
Company Profile- exclusive ad in weekly Soundbytes newsletter with logo, link to your Web site and promotional copy, link to Directory listing	\$500
TOTAL MEMBERSHIP VALUE	\$626,790
NADP Dues range from \$1,500 to \$4,000	

NADP Membership – a bargain at any price!

