



March 28, 2019

We are excited to announce that MMCAP is rebranding!

We're getting close to the official launch of our new brand and thought it would be a good time to update everyone on where MMCAP is going and what you can expect next. So far, we've announced the new brand at the MMCAP National Member Conference 2019. The comments that we're receiving are very positive.

It's an exciting time for our organization — our steady growth has brought new members from across the nation. Today, MMCAP serves all 50 states and more than 13,000 facilities. Since its inception in 1985, Minnesota Multistate Contracting Alliance for Pharmacy (MMCAP) has been a reputable source of healthcare contracts. In recognition of this, and to reflect growth not only in expanded pharmaceutical offerings, but in the development of a robust healthcare products and services portfolio, we'll be rolling out new branding that officially recognizes the organization as MMCAP Infuse.

The new branding conveys the organization's expertise in healthcare contracts for government agencies, while embracing MMCAP Infuse's heritage by retaining the MMCAP name. "Infuse" connotes a medical mindset, which is at the core of our business. Led by brand design firm Capsule, we've designed a new logo and identity.



Creating a seamless experience for members is a priority. Beginning in a few months, MMCAP will be transitioning to this new brand name. Until the transition is complete, all references to Minnesota Multistate Contracting Alliance for Pharmacy and/or MMCAP will equate to MMCAP Infuse. MMCAP Infuse will remain a proud part of the Minnesota Department of Administration, Office of State Procurement, and will be maintaining its current tax identification. Membership applications and contract and joint powers agreements remain valid and continue in effect without impact.

The attached MMCAP Infuse FAQ has more information. As always, if you have questions, please reach out to your MMCAP Senior Account Executive.

Your partnership and support has helped make MMCAP Infuse a group purchasing organization with purchasing power exceeding a billion dollars and the ability to provide millions back to its members via shareback credit. Thank you.

Best regards,

Carolyn O'Donnell
Acting Managing Director