



MMCAP Infuse Rebranding FAQ

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 unveiled our new branding that officially recognizes the organization as MMCAP Infuse. The new brand was announced March 18 at the MMCAP National Member Conference. The change will officially take place in spring 2019.

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. The letters "MMCAP" will no longer be an acronym for a name.

MMCAP Infuse will remain a proud part of the Minnesota Department of Administration, Office of State Procurement.

WHY IS REBRANDING TAKING PLACE NOW?

One catalyst for the new brand was the implementation of a new brand identity for the State of Minnesota. Following this, the Minnesota Department of Administration's Office of State Procurement changed its name and the Commissioner's Office authorized MMCAP to update its identity. After a year of research and planning, MMCAP is becoming MMCAP Infuse.

HOW DOES THIS BENEFIT ME?

The more engaging and memorable MMCAP Infuse name showcases the organization's strengths, which will build awareness and confidence among prospective members. Increased member use of contracts drives volume purchasing power. This new brand identity will provide a solid return on investment in the form of new members and even more buying power.

WHAT IS THE MEANING OF THE NAME MMCAP INFUSE?

"Infuse" connotes a medical mindset, which is at the core of MMCAP Infuse's business. Mirroring MMCAP Infuse staff's passion for their work, the name conveys a sense of energy. Our favorite definition of infuse is "inspire." By creating a community where government professionals network to share ideas and best practices, we strive to do just that.

The logo is a nod to an iconic symbol of medical care. Look closely, and you'll see the logo contains the letter "i," reinforcing the "I" in Infuse. It is also a visual representation of the collaboration of MMCAP Infuse members. The medical spirit of the name, along with the logo, represent MMCAP Infuse's expertise and comprehensive portfolio within healthcare.



WHAT DO THE LETTERS IN “MMCAP” STAND FOR IN THE NEW NAME, MMCAP INFUSE?

In the name MMCAP Infuse, “MMCAP” is no longer defined, but serves to honor MMCAP Infuse’s heritage and provides continuity with the new brand.

WHY AREN’T YOU USING THE NAME NOW AND WHEN WILL IT BE LAUNCHED?

Creating a seamless transition for members and vendors is a priority. The MMCAP National Member Conference 2019 provided an excellent opportunity to share news of the new brand with members face-to-face. The brand launch date will be announced when contacts at member states have the necessary time to prepare. We anticipate a launch in the next few months.

WHAT IS CHANGING?

MMCAP Infuse will have a new name, logo, typography, color palette, graphic elements and messaging.

WHAT ISN’T CHANGING?

Our mission, and dedication and commitment to members, remain the same — ensure best value for pharmaceutical and healthcare products and services to government facilities across the nation. MMCAP Infuse will continue to deliver:

- + Government that understands government.
- + Expertise in the healthcare and pharmaceutical fields, with clinical pharmacists on staff.
- + Competitively solicited contracts that meet the high standards of government procurement and which are expertly managed by MMCAP Infuse professionals.
- + A member-driven organization with elected liaisons from each member state.
- + Wholesaler share-back credit.
- + Cost avoidance and time efficiency that create superior value.

ARE THERE ANY ORGANIZATIONAL CHANGES OR RESTRUCTURING TAKING PLACE DUE TO REBRANDING?

No. As MMCAP Infuse, we will remain a part of the Minnesota Department of Administration, Office of State Procurement, and maintain our current tax identification number.

As a part of a government agency, the State of Minnesota, MMCAP cannot be sold, assigned or undergo a corporate restructure. So while the organization has a new name, the rebranding will not have an effect on operating structure.



DO I NEED TO UPDATE LEGAL DOCUMENTS, SUCH AS A JOINT POWERS AGREEMENT?

Legally, as an MMCAP member, your agency has always contracted directly with the Minnesota Department of Administration or the State of Minnesota. Membership applications and contract and joint powers agreements were entered into with the Minnesota Department of Administration. They will remain valid and continue in effect without impact. This ensures contractual continuity. These documents do not require a name update to remain valid and in effect, nor do they need to be re-signed or reissued.

IS MMCAP INFUSE A NEW DIVISION OF MMCAP? IS IT A NEW SERVICE PROVIDED BY MMCAP?

No, MMCAP Infuse is the new name of the entire operation.

WILL THE NAME CHANGE TO MMCAP INFUSE CHANGE THE WHOLESALER CODE?

Any future changes to wholesaler codes is to be determined. The MMCAP Infuse staff will communicate any changes and allow ample transition time.

WILL ACCESS TO THE CONTRACTED PRODUCTS AND SERVICES REMAIN THE SAME?

Yes, MMCAP Infuse's existing contracts, vendor relationships, and contracted products and services remain the same.

WILL THIS NAME CHANGE AFFECT THE WAY WE PURCHASE FROM CONTRACTS AND CONDUCT BUSINESS WITH MMCAP INFUSE VENDORS?

No, there should be no change in the way you purchase from contracts.

IS MMCAP INFUSE STILL A GOVERNMENT AGENCY?

Absolutely. MMCAP Infuse remains a part of the Minnesota Department of Administration, Office of State Procurement. As a government agency, all MMCAP Infuse employees are government employees.

