Managed & Integrated Care Boot Camp

Session II

Sponsored by: Humana

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National Association of Area Agencies on Aging
Panelist

Paul Cantrell, Moderator – n4a Consultant, Charlottesville, VA

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Chad Piper – Director of Managed Long Term Services and Supports, AmeriHealth Caritas Iowa, Des Moines, IA

Laura Chaise – Senior Director, Long Term Services & Supports, Centene Corporation, Clayton, MO
Packaging Your Services: 
How to tell your value-based story
Learning Expectations

• How to tell your story

• How to package your “products” in ways that will help you get noticed and appreciated by payers

• Why delivering a “Yes...and...” idea can get attention
Telling your story – Getting started

• **Introductions**: Corporate versus Market

• **Top things to prepare**: Before the call or meeting

• **The Landscape**: Understand what the state is asking from MCOs, the providers, and the intangibles

• **When?**: Timing is everything, right?: Understand where the MCO is in “time and space”?

• **Objective**: What’s the objective for that first meeting?
Telling your story – Other things to consider

- **Relationships:** Who do you each know and how can you leverage those relationships to help each other?
- **Community Strength:** Your brand and your people
- **Prioritize:** Time is precious, be focused
Packaging your “Products” to get noticed

• **Speak their language:** Understanding your audience’s priorities*
  - AAA (Public Health): Access  Quality  Cost
  - MCO: Cost  Quality  Access
  - Legislature: Access  Cost  Quality

• **Pilot:** Is there value in proposing a pilot and what does it take to go beyond a pilot?

• **Materials:** What should the AAA deliver to the MCO? Should the AAA be prepared with a bulleted one-pager, a short PPT, a list of current services, or *War and Peace II*?

“Yes…and…” Be Creative—Show Your Value

- **Be Creative:** “Yes, we can do that, and…”
- Be prepared to **Ask** and **Listen**—what problems can you help the MCO solve?
- What are the proposed **Outcomes** (versus Outputs)?
- Is it **Scalable** (both volume and geographically)?
- **Your Value:** What value do you bring that the MCO can’t do or you can do better, faster, cheaper?
Questions?
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