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Managed & Integrated Care Boot Camp

Session II

Sponsored by:

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Panelist

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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*?

* Source: McLaughlin, C. P. (1998). Managed Care and Its Relationship to Public Health: Barriers and Opportunities

“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?



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Questions?



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THANK YOU

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