Understanding the Perspectives Among Healthcare Decision Makers: Path to a Pitch Perfect Value Proposition

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Webinar Objectives

- Understand key issues for decision makers within specific health care organizations
- Tuning your value proposition for these various audiences
- Address standard objections
Preparing for the Concert: Have You Selected The Right Music?

- Have you researched the organization’s needs/issues?
- Do you understand the perspective/responsibility for achieving organizational success for the person to whom you are selling?
- Can you demonstrate the capacity of your products/services to meet the organization’s needs/issues? Fulfill a gap? Provide a solution to a problem?
You are strategically & operationally ready to deliver services

Align your presenters w/ people with whom you’ll meet; e.g., nurses, RDs, case managers

Multiple presentations over a period of time may be necessary; be prepared w/ a variety of perspectives
Different Instruments, Common Themes

- There is harmony among traditional healthcare organizations:
  - MCOs or Health Plans utilize provider, hospitals, nursing homes, CBOs, etc., to deliver care
  - ACO networks include hospitals, providers, CBOs
  - Hospital systems include home health, specialty providers, pharmacies and other ancillaries
  - Primary Care Providers (PCP) role as hub for comprehensive care coordination is expanding-nutrition assessments, treatment of mild behavioral health conditions, etc.
The Metropolitan Opera (Providers)

- Practice Administrator
- Medical/Clinical Director
- Case Management Team
Providers-Practice Administrators

Managing compliance for multiple insurance contracts

Primary Care Medical Homes (PCMH) or other accreditation standards, if applicable

Patient Engagement

Quality Outcomes

Financial Performance
I Want My MTV (Hospitals)

- Clinical Director
- Discharge Planning Team
- Insurance Program Administrator
- Special Program Administrator (e.g., ACO, clinical trials, etc.)
Hospitals-Discharge Planning Team

- Care Transitions
- Clinical Supports
- Patient Engagement
- Social Supports
- Financial
The Grand Ole Opry (MCOs/Health Plans)

- Case Management/Quality Leaders
- **Contract Administrators/Liaisons**
  - (primarily Medicare/Medicaid products)
- Marketing/Outreach Team
- Finance Administrators
Health Plans-Medicare/Medicaid Liaison

• Medicare/Medicaid Contract Liaison
  • HEDIS
    • Key Indicators
    • Satisfaction Surveys
  • Dual demonstration standards
    • MLTSS requirements
  • Medicare/Medicaid contract standards
    • Chronic Disease Management
• Risk Adjusted Rates
  • Data quality
The House of Blues (ACOs)

- Project Director
- Clinical/Quality/Medical Administrators
- Outreach Team
- Finance Leader
- Case Management Team
ACO-Case Management Team

- Care Transition
- Patient Engagement
- Cost of Care
- Community Support Referral Resource
- Population Health
<table>
<thead>
<tr>
<th>Objection</th>
<th>Response</th>
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<tbody>
<tr>
<td>$$</td>
<td>Health improvement will save $ in total health care costs; no negative impact to Medical Loss Ratio (MLR) for health plans</td>
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<tr>
<td>Efficacy</td>
<td>Evidence based programs, nationally recognized value</td>
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<tr>
<td>Accreditation/Qualifications</td>
<td>Staff qualifications, identify relevant accreditation/certification</td>
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<tr>
<td>HIPAA Privacy</td>
<td>Demonstrated compliance with HIPAA standards; staff training/auditing; willingness to execute/abide by Business Associate Agreement (BAA)</td>
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<td>Organizational Readiness</td>
<td>Discuss organizational strategy/business acumen/system realignment</td>
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<td>Alternative Contractor</td>
<td>Existing client relationships; cost effective prices</td>
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<td>You’re already providing services via state/fed funding-why should we pay?</td>
<td>Due to funding limits, not all their clients are nutrition services recipients, this is an opportunity to expand support to all eligible clients</td>
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Bibliography

• ACO Medicare Shared Savings Program Quality Measures, [www.cms.gov/Medicare](http://www.cms.gov/Medicare) Shared Savings Programs
• National Business Coalition Healthcare’s Value Based Purchasing Council, Value Based Purchasing: A Definition, [www.nbch.org/Valuebasedpurchasing](http://www.nbch.org/Valuebasedpurchasing)
• H-CAHPS/CAHPS survey standards, [www.ahrq.gov](http://www.ahrq.gov) and [www.hcahpsonline.org](http://www.hcahpsonline.org) fact sheet
• Hospital Accreditation, [www.jointcommission.org](http://www.jointcommission.org)
• Health Plan Accreditation, [www.ncqa.org](http://www.ncqa.org)
THANK YOU!

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