Case Study
Network Development

THE STORY

A well-known national health plan recently turned to us to build new, adequate and marketable Medicare Advantage (MA) networks in 70 counties across five states. This included two states where they had existing product lines, and three states where they were not yet offering products. The health plan had allocated their internal network development team to other projects, and their commercial team did not have Medicare Advantage subject matter expertise.

THE SOLUTION

Because the health plan had specific cost and quality requirements for the project, we began the project with a thorough Market Assessment -- evaluating the existing payers, beneficiaries, and providers in each market. Then, we utilized our proprietary Smart Recruiting technology to identify and prioritize provider targets in each county that best met the health plan’s requirements.

Next, we assembled a team of seven recruiters and four operations professionals to manage the recruiting and contracting process. Our team tapped into current market data to recommend pricing guardrails, which enabled us to efficiently negotiate with key providers in each market. We leveraged our expertise and existing market relationships to credibly overcome provider hesitation in new markets where providers were unfamiliar with our client.

THE RESULTS

Within five months, our client achieved 100% ADEQUACY in four states.

We achieved 91.4% adequacy in the fifth state despite a major health system deciding not to accept new MA plans in the 2020 plan year.

We successfully recruited 4,849 PHYSICIANS IN 379 FACILITIES across the five states.

We collected and managed provider data for each network, and we prepared each provider directory for filing.