

# HOW ATTAC CONSULTING GROUP HELPED A LARGE MULTI-STATE HEALTH PLAN WIN A MEDICAID BID BY EXPANDING PLAN'S PROVIDER NETWORK

## A Health Plan's Critical Need



### Client Engagement Description

A multi-state Medicaid plan faced a competitive bid for contract renewal. The state is moving to mandatory managed Medicaid for its standard Medicaid population as well as dual-eligible and long-term services and supports' enrollees who need home- and community-based services. It was a substantial rebid with a lot at stake.

The plan operates in a very crowded and competitive market. To protect its market share and win the bid, the plan needed to significantly expand its provider network and enhance enrollee access in multiple regions. Given the tight deadline to complete the expansion before the bid, the plan had to build enhanced networks rapidly and decided it required substantial outside support to complete the network expansion before the bid.

To achieve the goal of enhancing its competitiveness, the plan selected ATTAC Consulting Group (ACG) to assist with network contracting. This decision to engage ACG was based on the plan's previous experience working the ATTAC team for rapid network builds in other states based on fee-for-service and value-based payment models. The plan's decision to hire ATTAC was also based on the firm's proven methods to gather all necessary provider data to complete the credentialing and configuration processes which support compliance, directory and claims payment.

ATTAC's primary mission was to substantially enlarge the plan's provider network across six counties that were key to winning the bid, with a focus on primary care physicians and a broad range of specialists and urgent care providers. Given ATTAC's success across six initial counties, the plan expanded its contract and engaged ACG to manage contracting efforts in an additional three counties.

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## CHALLENGES

- As with many network builds, providers had little enthusiasm about entering into agreements with yet another health plan, due to contract complexity and the desire to enhance reimbursement rates. ATTAC addressed this challenge by working with the plan to design and implement targeted provider education programs that outlined various participation options. These education programs helped overcome provider objections and secure contract agreements.
- Further complicating the ability to meet the bid deadline, ATTAC discovered that local contracting target lead data, provided by the plan, turned out to be invalid for nearly half of the providers. To solve this challenge, ATTAC launched extensive data integrity research in parallel with contracting efforts. This research included identifying targeted providers already contracted with the plan, which targets were still in the community, which providers would contract through larger entities, and which providers could contract directly. Verifying the viability of targets was key to ACC's success in contracting and expanding the plan's network.



## RESULTS

- In total, ATTAC's efforts resulted in expanding the plan's network by more than 1,400 providers, substantially enhancing the plan's ability to demonstrate to the state that Medicaid beneficiaries in two key regions would have wide access to local healthcare providers.
- ATTAC's data integrity research identified that 600 of the targeted providers were already contracted with the plan through affiliations with larger provider entities.
- ATTAC's provider education, direct contracting and negotiation efforts resulted in the addition of 800 providers to the plan's network.
- The methods employed by ATTAC allowed the plan to easily move newly contracted providers through its credentialing program and configuration processes.
- Based on ATTAC's initial contracting success, the plan's leadership expanded the engagement to include additional markets beyond the original target regions.
- Ultimately, ATTAC's client plan was successful and helped the plan win the bid and secure participation in the state's Medicaid program for the next contract period.

# WHY WORK WITH ATTAC CONSULTING GROUP?



**ATTAC supports all provider-related activities for managed care organizations and health plans, health systems, accountable care organizations, clinically integrated networks, independent provider associations and large provider groups.**

We're experts in traditional and value-based payment models, provider education and communications, provider data management and network operations. ATTAC provides support for commercial, Medicare Advantage, Medicaid, home- and community-based services, long-term services and supports, and dual plans for all provider types.

ATTAC is home to one of the nation's largest and most experienced network contracting teams. We've built networks in every region of the country—on-time and on-budget.

Talk with us about how ATTAC can support the network strategy and development goals paramount for your success.

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