

Strategies for Partnering with Payors or Entities At-Risk

The entity who is at-risk for health care costs can be a strong partner in designing enhanced care models for patients with complex needs and high costs. The following are strategies to develop or strengthen these partnerships.

1. Identify the short term and long term goals your organization may have with this payor or entity.

Overtime you want to understand what the payor or entity would need to see to make an initial investment in this work? A sustained investment?

Some considerations for partnering:

- More data? More timely data? Different data?
- Learning together the most effective care model to improve patient outcomes at lower costs?
- Innovation in new reimbursement methods based on meeting the needs of the chosen population segment.

2. Get to know your payor or at-risk entity such as a hospital system or accountable care organization.

- Identify who is at financial risk. What do you know about how they view costs?
- Meet In-person. Find an individual to begin a relationship with the payors or entities for this work. Get your foot in the door!
- Identify as a potential ally for the payor or at-risk entity.
- Learn the strategic priorities driving the organization. Explore how your enhanced care program may support the achievement of these strategic priorities.
- Organize your programmatic and cost data to be able to paint the picture of your enhanced care program
- Get to know the payor's or at-risk entities interest in sharing data.
- Begin framing the desired partnership actions within the context of how it supports their interests and goals.

3. Tips for moving to action:

- Have a clear and concrete ask:
 - What data do you want access to?
 - What measures do you want to track over time?
 - How often do you want to get that data?
 - What data sources are you looking for? (hospital, county EMS tracking program, Medicaid)
 - Propose exploring a pilot program together.