



Aging and Disability **BUSINESS INSTITUTE**

Connecting Communities and Health Care



advocacy | action | answers on aging



Introducing the How to Guide for Marketing CIL Services to Health Plans and Payers

Part of the Aging and Disability Business
Institute Series- a collaboration of n4a, ASA,
ILRU and the National Center for Aging and
Disability

The “Business Institute”

The mission of the Aging and Disability Business Institute (Business Institute) is to successfully build and strengthen partnerships between community-based organizations (CBOs) and the health care system so older adults and people with disabilities will have access to services and supports that will enable them to live with dignity and independence in their homes and communities as long as possible.

www.n4a.org/businessinstitute

Partners and Funders

Partners:

- National Association of Area Agencies on Aging
- Independent Living Research Utilization/National Center for Aging and Disability
- American Society on Aging
- Partners in Care Foundation
- Elder Services of the Merrimack Valley/Healthy Living Center of Excellence

Funders:

- Administration for Community Living
- The John A. Hartford Foundation
- The SCAN Foundation
- The Gary and Mary West Foundation
- The Colorado Health Foundation
- The Marin Community Foundation

Meet the Presenters

- **Richard Petty** – Director, National Center for Aging and Disability at TIRR & Co-Director, Independent Living Research Utilization (ILRU) at TIRR
- **Jennifer Morgan** – Aging and Disability Program Manager, Center for Persons with Disabilities at Utah State University
- **Brooke Curtis** – Training and Technical Assistance Specialist, ILRU at TIRR
- **Patricia Yeager** – CEO, The Independence Center
- **Orion Bell** – President & CEO, CICOA Aging & In-Home Solutions



Learning Objectives

- Introduce leaders of Centers for Independent Living (CILs) and other independent living stakeholders to the “How to” guide.
- Provide a succinct high-level overview of health plans and health payers and how they can work with and benefit CILs and other CBOs.
- Provide a list of initial steps to prepare to work with health plans and payers including necessary organizational shifts.
- Highlight the linkages between core services and additional services offered by CILs and services purchased by health plans and payers and discuss the importance of marketing services to health plans and payers.

Introduction to the “How to” Guide

- The guide has been developed by ILRU and the National Center for Aging and Disability as part of the Aging and Disability Business Institute
- Live web document that will be updated with more resources over time. There will also be future webinars featuring other CILs and CBOs
- Includes perspectives from organizations who first succeeded in marketing to health plans and payers
- Purpose is to provide easy to follow steps that prepare CILs and CBOs to work with health plans
- Help you identify services that are financially supported by health plans and payers

You are the Consumer Direction and Community Service Experts!

- Capability to assist individuals with securing the services and supports that will assist them in living in the community
- Relationships with other community organizations and are embedded in the community
- Positive reputation in the community for providing effective services
- Years of knowledge and expertise in navigating services



Who are health plans and payers?

- Medicaid Managed Care Organizations
- Accountable Care Organizations
- Hospital or Health Systems
- VA Medical Centers
- Medicare/Medicaid Duals Plans
- State Medicaid Agencies
- Commercial Health Insurance Plans

How Health Plans Work with CILs and CBOs

- Driven to improve health outcomes particularly focused on the social determinants of health (SDoH)
- SDoH are “conditions in the places where people live, learn, work and play affect a wide range of health risks and outcomes”.
- Provide financial support or reimbursement for services
- Contract for one or more services from CILs and CBOs

How Health Plans Work with CILs and CBOs, cont'd

“We found the Director of our local hospital’s Inpatient Rehabilitation Unit who was interested in what we were trying to do. He also needed a better process for transitioning people out of the hospital successfully. He became a board member and our biggest cheerleader.”

-Patricia Yeager



Examples of Linkage Between your Services and Services Purchased by Health Plans and Payers

- Independent Living Skills Training and Peer Counseling services can encompass health promotion programs that address issues such as Chronic Disease Self-Management (Chronic Conditions, Chronic Pain, Diabetes) and Living Well with a Disability
- Assistive Technology and Durable Medical Equipment (DME) is a great value and many DME companies are leaving the market
- Case management is a key service purchased

Marketing to Health Plans

- Understand your CIL - create a business plan to help identify services, strengths, weaknesses, competitors, etc.
- Develop a one page “sells sheet” on your services
- Focus on how you can impact health outcomes
- Consider value added services that would appeal to health plans (examples: community outreach and community service worker registries)
- Ask health plans and payers about their needs

Marketing to Health Plans, cont'd

- The whole approach of looking for fee-for-service or other payment arrangements requires a mind that can see opportunity
 - What is missing in your community or has your disability community voiced a need?
 - Is that impact such that others might pay to address it?
 - How much would it cost you to fill that gap?
- Knowing your costs and researching the current costs to health plans will put you in the entrepreneur seat

Important Preparation Steps

- Prepare to Expand Your Reach – Making a Plan
- Prepare to Engage with Health Plans and Payers to Improve Health Outcomes
- Shift Organizational Perspective to Accommodate New Reimbursement Methodologies
- Determine Staffing for Working with Health Plans and Payers
- Understand Approaches of Case Management and Health Plans
- Establish or Join Contracting Partnerships or Networks
- Engage with State Agencies
- Demonstrate in Marketing How CIL Services Support Health Outcomes
- Secure Necessary Certifications and Licenses
- Develop Strategies to Track Progress Toward Goals

Organizational Shifts

- Shift in perspective to focus on business acumen
- Focus on your outcomes, not your processes
- Engage with state agencies
- Focus on health outcomes you can impact
- Accommodate new reimbursement methodologies
- Understand certification and licensure requirements
- Develop system to track and measure progress

Organizational Shifts, cont'd

- Determine staffing needs (training of existing staff or securing new staff with needed skills)
- One staff member must be experienced in financial analysis/cost accounting
- Smaller CILs may have more challenges in hiring new staff, consider partnering with other CBOs for necessary skills
- Staff experienced with the healthcare environment can be an asset

Where Can I Find the Guide?

- [Placeholder for link to n4a webpage for guide]
- For questions about the “How to” Guide, contact ILRU at ilru@ilru.org.



Questions & Answers: Please Submit Using the “Questions” Box



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Please join us for future webinars in this series!

Future webinars in this series will be posted on the ASA website. For questions, contact n4a at [placeholder for webpage for guide] or

ILRU at ilru@ilru.org



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Questions about the Aging and Disability Business Institute?

Email us:

BusinessInstitute@n4a.org