



Problem

In response to a bid from the Texas department of insurance, the client—a health, Medicaid managed care organization—needed to build a network of providers willing to sign letters of intent implicating their interest in contractually becoming part of the client’s network. Many of the providers had never heard of the client and the client did not have established relationships or contacts with hospital groups, physician groups or ancillary providers in the Southern Texas territory.



Response

After thoroughly assessing the needs of the client, Jacobson decided the best way to help build the provider network was to find candidates with **Medicaid networking development experience and established contacts** in Texas. We quickly sourced candidates and selected a team of four expert-level network development specialists within a matter of weeks. Jacobson identified specialists currently located in Texas, which helped **minimize ramp-up time, as well as travel costs**. The selected candidates had established relationships in the Southern Texas territory which enabled them to begin building a network of providers immediately.



Solution

The team of four specialists was able to **procure an average of 1,400 signed letters of intent per person**, for appropriate counties in Texas, within the specified phase one deadline. They hit the ground running from day one, making calls and setting appointments with thousands of providers in the geographic region. The consultants successfully educated providers about the client to such a degree that the providers agreed to sign the client’s letter of intent with the client. Some of the providers were either anti-managed care or had no previous knowledge of the managed care environment. The specialists acted as **educators and negotiators** to these providers. Due to the consultants’ knowledge of Medicaid procedures and the target market and their established connections in the region, the client was able to successfully bid on the work within the state’s tight timeframe.

Operations

Network Development

Client Type:

Medicaid Managed Care Organization

Project Scope:

Provider Network

Duration:

24 Weeks

Team Size:

4 Full-Time Employees