Case Study:
Winning a State Procurement for Medicaid and SNP Implementation

ATI Advisory

ATI Advisory helped a regional hospital's health plan respond to and win a Request for Proposal with a state Medicaid agency, to run multiple, fully integrated dual eligible SNPs for people with both Medicare and Medicaid.

CLIENT	A hospital-sponsored health plan with over 250,000 members
TIMELINE	December 2023 - Present
SERVICES	**Special Needs Plan (SNP) Strategy and Procurement:** Dual-eligible strategy, capabilities assessment, and full Medicaid and D-SNP RFP response support. **Ongoing Medicare Advantage Clinical and Operational Support:** SNP Model of Care development and readiness management

Understanding ATI's Approach to Medicaid Proposal Responses

Medicaid proposal responses require a strong strategy that differentiates a respondent from its competitors. It is essential this strategy demonstrates your understanding of the market, the state agency's present and future priorities, and the needs of stakeholders in the market.

Above all else, a sound strategy clearly conveys every reason the respondent is the ideal organization to implement the proposal in question.

Our Plan of Action:

ATI designed a three-phase approach, beginning with a detailed assessment of the client's capabilities based on the terms outlined in the RFP and model contract requirements.

Following this, our team outlined the strongest value propositions for the client and identified infrastructure development (technology, staffing, care models) and community partnership strategies.

Finally, we managed the development of the proposal and conducted high-touch engagements to ensure presentations to the state agency's decision-makers were decisive.

1 PHASE 1: STRATEGY DEVELOPMENT

Using a tailored approach, ATI developed a winning strategy that leveraged our deep understanding of the market, its population, and the state agency's priorities. This strategy entailed the following:

A → Develop a high-level pro forma to inform the client of the ROI associated with market entry.

B → Deliver data-driven insights on community partners, near-term investments, and top-line priorities for each potential partner.

C → Quantify potential enrollees and the sum addressable market within the proposal.

2 PHASE 2: CAPABILITIES ASSESSMENT

We reviewed the client's existing infrastructure within the context of the program's requirements, including clinical models, existing provider network, staffing, and technology. This enabled our team to highlight the sum of the client organization's capabilities and strengths in serving a population of dual-eligibles with SNPs.

3 PHASE 3: PROPOSAL MANAGEMENT

Our team maintained a high level of engagement with the client's response team, drafting the response and assessing the proposal using a qualified scoring process to best position them for acceptance.

Outcomes:

Our client won the contract with the state Medicaid agency to implement multiple SNPs.

Medicaid Managed Care and D-SNP procurements are becoming increasingly competitive. Health plans need a strong partner who understands these plans, the patient population, and states' goals.

ATI is now working with them to manage the readiness phase ahead of full implementation.

ATI brought deep policy and program expertise and a commitment to delivering the highest quality product. It is essential the health plan's response and strategy is differentiated from the earliest stages and a clear picture of their complete capabilities is communicated clearly to the state agency.

ABOUT ATI ADVISORY

ATI equips health plans with strategic insights and guidance to excel in market entry and positioning, investment decisions, and reputation management. Our knowledge and analytics help you optimize benefit design, improving retention and attracting members while staying ahead of trends and regulatory changes.

ATI Advisory