An Introduction to Working with Payers

Palliative care providers add value to health care delivery. Here’s an approach to turn that value into payment.

1. Use data to describe your program and how you benefit payers
   - Collect your outcomes
   - Enhance with a compelling patient story
   - Supplement with the literature

2. Know your costs (PMPM)
   What funding do you need to be both financially sustainable and reliable?

3. Research potential partners and work with your own contracting office (where available)
   - Accountable Care Orgs
   - Medicare Advantage Plans
   - Oncology Care Models
   - Primary Care Medical Homes
   - Bundled Payment Providers
   - Medicaid Managed Care Plans
   - Other Health Plans

4. Ask for a pilot and define:
   - TIMEFRAME
   - POPULATION
   - POPULATION IDENTIFICATION PROCESS
   - TARGET MEASURES
   - WHEN & HOW COSTS ARE ANALYZED

5. Maintain Communications
   Let your partner know how it’s going
   - Preliminary data
   - Early problem warnings
   - Early wins