

Knowing Payors

A quick reference



WE LOVE WHAT WE DO



Our payors play roles at various levels at insurance companies, health plan sponsors, health systems, ACOs, Managed Medicaid, and networks (chief medical officers, physician leaders, finance directors, actuarial and provider relations staff), and roles on the patient level (case managers, discharge planners, contract network managers).

We must first understand our payors' mindsets and motivations to make the case for BAYADA as the provider partner that can meet those needs. **For payors, demonstrating that we have a full understanding of their challenges to balance fiduciary responsibilities with their vast caseload, customer segment, and members' needs—and that we can offer solutions that meld proven results with an agile approach—positions us as the preferred provider now and in the future.**

Mindset

Perception/feeling:

- They may know BAYADA for clinical excellence, but not for the added value BAYADA offers over a competitor
- Under increasing pressure to reduce care costs

Concerns:

- Mitigating risks while paying for member services deemed medically necessary and avoiding high-cost hospitalizations or ER visits
- Simplifying day-to-day case management for quicker, more efficient staffing and handling of cases
- Need real-time data for decision-making
- Keeping members in network
- Meeting their fiduciary responsibility of cost containment by avoiding unnecessary medical utilizations
- Managing a large caseload

Motivations

- Seek greater cost containment by avoiding unnecessary hospitalizations, keeping members in network (network adequacy), and accessing outcomes data for better decision-making.
- Want better population health management to keep a large, geographically (and medically) diverse membership with a variety of diagnoses healthier for longer.
- Need simplified day-to-day case management for quicker and more efficient handling of cases.
- Want insight as to what's going on at the case level.
- Want any issues that arise handled quickly, expertly, and early before things escalate.

Our Messaging Goals

Short term:

- Show this payor how BAYADA:
 - Knows and respects their institution
 - Is a comprehensive service provider and can meet the care needs of all of their members.
 - Understands the complexities of having the fiscal responsibility for managing the risk of a huge caseload.
 - Can provide the data they need when they need it.
 - Has the right clinicians for patients discharged today.
 - Can help keep their patients in network with a wide coverage footprint.
 - Assigns the right skill level to the case.

Long term:

- Prove we're getting their population healthier faster and for longer, and helping to prevent unnecessary hospitalizations and readmissions.
- Win a BAYADA advocate among coworkers, patients, and partners.

Key Messages

- Since 1975, BAYADA has been a financially stable, high-quality home health care provider. You can feel confident that we are a reliable partner in which to entrust your health care dollars.
- We synthesize key data to help you make better, more informed decisions so that you can minimize your risk of overpaying for care or putting members in jeopardy by not covering necessary care services.
- We can help ensure network adequacy with our large service areas in 23 states.
- Being a comprehensive home health care provider means we can cover all ages and diagnoses.
- Specialized care services, such as transitional care management and BAYADAAbility rehab services, help make your job easier because you won't have to engage multiple home care providers for a member with complex care needs, including those who are technology dependent.
- We take a multi-faceted, proactive approach to recruitment and retention of field staff, starting with a value proposition that puts employees first. This includes a robust nurse residency program, referral bonus incentives, simulation lab training, free CE courses and online learnings, recognition and reward programs, generous scholarships, and more—all to ensure proper staffing of cases.
- Our continuous focus on training, skills enhancement, and professional development means high-quality and highly engaged clinicians can help keep your members safe at home and out of the hospital.
- We welcome the shift from fee-for-service to value-based contracting, because our health outcomes consistently reveal measurable value. Enabled by the unique vantage point of a patient's home, we address all of the health, social, financial, and emotional needs together, to help keep people safe, healthy, and happy.



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