

Stop pulling providers in different directions

Why the approach **health plans** take to contacting their provider partners is critical to winning their cooperation

THE PROBLEMS

Problem 1.

Health plans overwhelm providers with communication through multiple points of contact



12 hours

Avg. monthly hours physician practice spends interacting with their payers

12-15

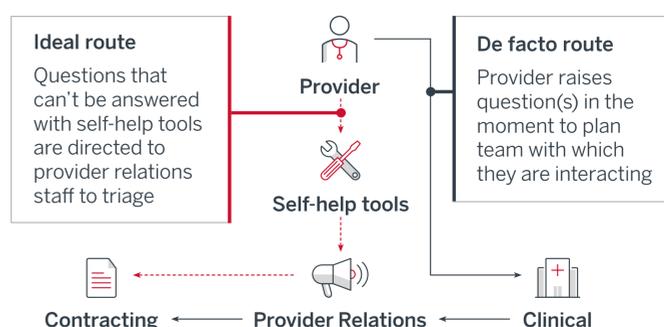
Avg. number of payers a provider contracts with

Providers indicate that one of the most burdensome aspects of working with plans are the frequent 'touches' from different parts of a plan. As most providers work with multiple plans, these communications can become overwhelming and diminish the value of the outreach.

Problem 2.

Health plans fail to efficiently address provider inquiries because of internal silos

How **providers** submit inquiries to the health plan



Most plans have created a suite of self-help tools designed to address provider inquiries; however, these tools require providers to understand—and follow—a health plan-designated path for resolution. More commonly, providers submit inquiries via the "path of least" resistance to a recent or familiar contact—regardless of the type of inquiry.

Roots of Problem 1

Too many speakers

Multiple departments communicating independently with providers

Lack of prioritization

Critical messages overwhelmed in a torrent of communications

Roots of Problem 2

Poor understanding of provider relationships

Scattered communications limit a plan's ability to understand the full picture

Complicated tools

Providers don't find self-service tools easy to use

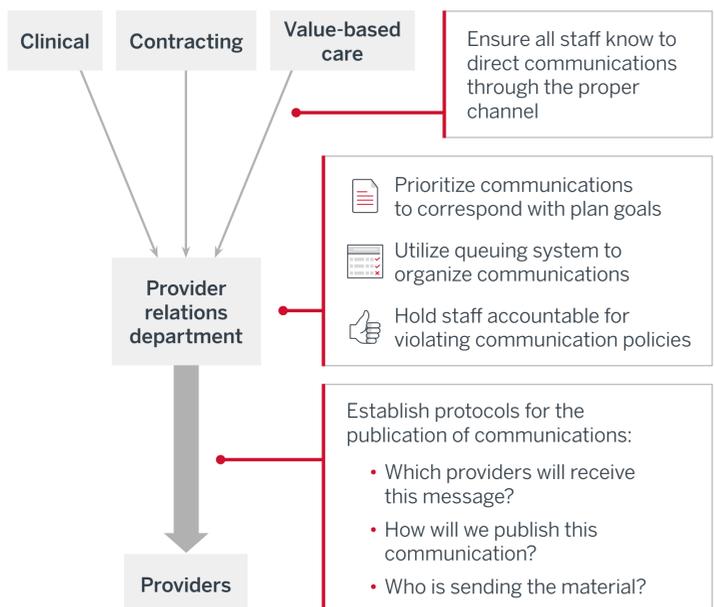
Plans that streamline their communication policies through a sole plan voice report higher provider satisfaction (compared to those with frequent touches from multiple parts of the organization).

To reduce annoyance and confusion for provider partners, create a single or limited set of contacts who receive incoming inquiries.

THE SOLUTIONS

Solution 1.

Create your organization's "Sole Plan Voice" for talking to providers



Solution 2.

Build a "Single Point of Contact" for your providers



Empower plan staff

Create a culture of accountability to ensure provider relations staff enforce rules on who providers contact with inquiries



Create queuing system

Log provider inquiries in an easily accessible, transparent queue



Establish response protocols

Establish department-level protocols, timelines and accountability for responding to inquiries referred by the provider relations team

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