

Procurement Services

Managed care procurement processes are a required part of public sector care delivery, especially as value-based care continues to advance in the health care industry. As a bidder, one often associates the process with a heavy amount of administrative effort, resource consumption and bureaucratic requirements. While there is some truth to this, well-conducted procurement processes can advance a state's broader strategic vision for how health impacts the social, economic, and general well-being of its population. When done properly, a successful bid can drive a health plan's product performance and near to mid-term initiatives that align procurement and organizational goals.

Consider that your market entry or continuation should provide insight into the options, innovation and resources available from your organization to the buyers, policy makers and other key stakeholders. At minimum, you must demonstrate the ability to improve health outcomes while managing rising health care costs.

COMPETE TO WIN, DON'T JUST RESPOND

The RFP is pending and your market presence is dependent on a winning proposal response. The face of market competition has changed to include national firms, alongside community-based health plans and other less traditional opportunity partners. This new market environment will impact how successful your plan is in securing the winning bid.

If you only aim to respond to the requirements, you lose the opportunity to show and provide proof points of your differentiators. If you respond without a strategy in mind, consider how will you execute, and how will you understand the actual impact of your response on your bottom line? In other words, beyond meeting regulatory requirements, a strategic response forces the clear articulation of future state strategy and competitive advantage in a document that can secure market access and member volumes.

Our team will support your winning bid and ensure responsiveness that achieves strategic objectives and demonstrates market competitiveness. We expect that the work will coincide with one or more large organizational initiatives, like new product launches or reboots, organizational redesign, market entry or expansion strategies, and network development activities. As you consider your provider network, we can help you evaluate, design, identify and manage opportunities for strategic partnerships.

OUR APPROACH TO PROCUREMENT:



Procurement Strategy:
Identifying how the opportunity aligns with and/or shapes strategic priorities, in-flight initiatives and define plan value and growth trajectory.



Regulatory Adequacy:
Determining how best to meet regulatory requirements with proof points and create a feasible gap closure strategy.



Competitive Advantage:
Determining the competition in the target market(s) and assessing if there are strategic opportunities to advance a competitive edge.

COPE Health Solutions is a national leader in helping health care organizations succeed amid complexity and uncertainty.

COPE Health Solutions helps providers and payors thrive in the emerging pluralistic payment environment, allowing them to achieve visionary, organizationally relevant results. The firm has expertise in all aspects of population health, strategy, delivery system development, payment systems reform, workforce development, and value-enabling services, including peerless analytics and performance improvement.

For more information on our Procurement Services, please contact us at info@copehealthsolutions.com or **(213) 259-0245**.