

CLIENT PROFILE

A skilled nursing facility chain in New York City, NY, which had been unsuccessful in obtaining a highly sought-after contract.

LTC ALLY'S APPROACH

01. Our senior contracting specialists met with the client at one of their facilities to hear about their challenges and discuss options.
02. By meeting onsite, we got a clear picture of their staff and services and how to best present them to an insurer. *This discovery phase is vital to learning the value a provider can bring to a particular network.*
03. We then met with the insurer to discuss their network and some avenues that would be beneficial to them by including our client in their network.

ACTION PLAN

Phase 01

Our research discovered the insurer had a strong business relationship with a hospital that regularly referred to our client's facilities.

We engaged executives at the hospital to pen a letter of support on behalf of our client.

Phase 02

Our specialists created a strong proposal highlighting the unique services of our client's facilities that we understood would benefit the insurer's network, along with a letter of support for significance.

THE RESULT

Since the successful closing of this contract, client facilities have seen close to **2,000 skilled nursing stays** from the insurer's members.

KEY INTERVENTIONS

LTC Ally's Contracting specialists identified a creative avenue to have the insurer reconsider a previously rejected facility chain.

Working with our client, their staff, and one-on-one with our contact at the insurer's office, we learned the needs of everyone involved and executed on bringing them together.