

Medicaid Management Service, Inc.

January 8, 2020

11:00 AM

Agenda

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|------|---|------------------|
| I. | Welcome | Don Roberts |
| II. | Approval of Minutes | Don Roberts |
| III. | Staff Updates | |
| IV. | Review of 2020 Budget and Financials | JaLynne Santiago |
| V. | Director of Business Development Position | Linda Levin |
| VI. | New Business | |
| VII. | Adjourn | |

Vision: Older adults and adults with disabilities are valued and have the resources they need to live with dignity and security in an age- and ability-friendly community.

Mission: ElderSource empowers people to live and age with independence and dignity in their homes and their communities.

Inclusion Statement: ElderSource values all people – including but not limited to all nationalities, socio-economic backgrounds, abilities, races, genders, religious perspectives, sexual orientations and gender identities – in everything we do. We welcome the unique insights and perspectives of all persons in our quest to fulfill our mission.

Medicaid Management Services, Inc.

Board Meeting

10688 Old St. Augustine Rd.

Tuesday, November 19, 2019, at 3:00 PM

Present

Don Roberts-President

Janice Donaldson, Vice President- via Zoom

Stu Gaines, Secretary- via Zoom

Veronica Catoe- via Zoom

Excused

Patrick Daly

Staff Present:

Linda Levin, Chief Executive Officer

Jalynne Santiago, Chief Financial and Operations Officer

Jessica Del Rio, Executive Administrative Assistant

Guest

Christine Sheetz, PCHP via Zoom

Connie Benton. Wolfe, PCHP via Zoom

Meeting Called to Order

The meeting was called to order at 3:05 PM by Don Roberts.

PCHP (Preferred Community Health Partners) Presentation

Christine Sheetz presented the PCHP presentation to the Board. She gave a brief background on the strategic partnership and introduced Connie Benton Wolfe, CEO of AIHS (Aging and In-Home Services) and Jim Vandagriff, CEO of PPHM (Preferred Population Health Management).

Christine explained that PCHP is a Management Services Organization, and below are services they will provide:

- Provides Infrastructure for MCO/AAA Contracting
- Secures Enterprise Level Contracts with MCOs
- Negotiates Master Services Agreements
- Develops Market-Specific Statements of Work
- Processes Billing to MCO and Payments to AAAs/CBOs
- Monitors and Ensures Quality and Outcomes

GroundGame Health

Christine introduced GroundGame Health, which is the preferred provider network of PCHP. GroundGame health is a new vision for AAAs striving to expand their revenue base, a financial opportunity to leverage current expertise with complex-care patients, a training and support infrastructure to ensure compliance and quality, a proven approach to successful MCO contracting. Connie explained that PCHP's focus is on the 5% of the people who consume 50% of healthcare spending.

GroundGame Health operates by utilizing a standardized evidence-informed care transition and care coordination model fully aligned with NCQA principles for person-centered care. They do not replace the MCO Case Manager but extend their work into the member's home and community. Their technology platform is HITRUST certified and provides for the electronic transmission of data as well as analysis of outcomes.

PCHP/GroundGame Health Model consists of the following steps:

1. MCO and/or Primary Care Physician identifies complex, high-risk members that could benefit from the PCHP model.
2. Referrals are made to the GroundGame Health IT system and then transferred to the appropriate community-based partner.
3. Engage MCO members through systematic outreach; accomplish in-home assessment and gap analysis; where appropriate, make local referrals.
4. Report findings to MCO through IT system and/or direct communication with Care Managers.
5. Reduce spending and improve the outcomes of care.

Physicians are being incentivized to refer to this program. This is because they are being asked to look at the cost of their patients and how they are being used. This is meant to reduce the number of times patients will use the emergency room for normal primary care physician visit concerns.

PCHP/GroundGame Health is also providing thirty and ninety-day evidence-based SDOH (Social determinants of health) interventions:

- Care Transitions
- Complex Case Management
- Dementia Care
- Family/Caregiver Supports
- Chronic Disease Management
- Medication Adherence

- Navigation of Health Delivery
- NCQA LTSS Accreditation

These interventions are designed to have everyone working at the highest level of licensure and ensure patients are given the best quality of care. Also, their contracting is at the enterprise and corporate level which is how PCHP can cross over state boundaries. Connie mentioned that she would put Linda in contact with other agencies in different states who are already working with PCHP.

Linda mentioned that the plan who PCHP is planning to contract with is associated with Florida Blue. We have a close relationship with Florida Blue, and we receive grants every year. We also have a Board member who retired from Florida Blue, who raised this as an issue and suggested we reach out to Florida Blue.

To address Linda's concern, Connie stated that she would follow up with Linda with further details about the relationship with Florida Blue and how to proceed with her concern.

Meeting Adjourned at 4:15 PM

Minutes prepared by Jessica Del Rio, Executive Administrative Assistant.

ElderSource Institute/Medicaid Management Services, Inc.
Job Description

Job Title: Director of Business Development
Salary Grade: **9**
Reports To: Board of Directors
FLSA Status: Exempt
Approved By:
Approved Date:

Summary: The Director of Business Development will be responsible for raising revenue and expanding business opportunities that allow ElderSource Institute and Medicaid Management Services, Inc. to achieve and sustain our mission. These goals shall be achieved by creating and executing an ethical business strategy to expand existing funding relationships and identify and secure opportunities with new business partners such as integrated health systems, managed care organizations and large employers through grants, business service contracts and/or private-pay services. The Director of Business Development must be highly skilled in marketing, communications, writing and advocacy and must possess business management skills and the ability to develop working relationships with health care and delivery systems (hospitals, home health and clinics) to expand access to home and community-based supports.

I. ESSENTIAL DUTIES AND RESPONSIBILITIES

- A. Assess the organizations' strengths and weaknesses, potential partners, private pay opportunities underserved areas, etc. through a strategic plan process.
- B. Identify, contact and develop business opportunities (i.e., long-term services and supports, care transition and other evidence-based programs) with integrated health systems such as physician-hospital organizations, accountable care organizations, patient-centered medical homes, and managed care organizations including Medicare Advantage, Medicaid and dual-eligible plans, commercial insurers, large self-funded employers and state-owned plans.
- C. Actively participate in N4A's Aging and Disability Business Institute.
- D. Develop program sustainability strategies to ensure financial viability of programs and services.
- E. Development, planning and implementation of comprehensive business development plan including targeted goals, objectives, methods, quantifiable outcomes and timelines for private pay opportunities, working with health systems and health plans, businesses, etc. to achieve agency sustainability.
- F. Guide initiatives to pursue funding, grant opportunities and additional investments for ElderSource Institute and Medicaid Management Services, Inc..

- G. Build partnerships and strategic alliances that will extend the organization's brand in the community and increase avenues of support
- H. Mentor staff on identified actions and outcomes and how to achieve, communicate and work with potential business partners and community stakeholders to reach strategic goals and objectives.
- I. Develop and execute a comprehensive marketing plan in collaboration with ElderSource
- J. Any other duties as assigned.

II. **Supervisory Responsibilities**

Supervisory responsibilities will increase as business lines develop. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

III. **Competency:** To perform the job successfully, this position should demonstrate the following competencies:

- A. **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- B. **Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service. Responds to requests for service and assistance; Meets commitments.
- C. **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- D. **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings. Communicate with a diverse workforce.
- E. **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- F. **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- G. **Managing People** - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes self

available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Solicits and applies customer feedback (internal and external); Fosters quality focus in others; Improves processes, products and services.; Continually works to improve supervisory skills.

- H. Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- I. Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

IV. Qualifications

To perform this job successfully, this position must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

V. Education and/or Experience

Fifth year college or university program certificate; Education must be in the field Business Administration, Public Administration, Health Administration or years related experience and/or training. Business development and management required. Entrepreneurial experience and health care experience a plus.

VI. Language Skills

- A. Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- B. Ability to write reports, business correspondence, and procedure manuals.
- C. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

VII. Mathematical Skills

- A. Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry.
- B. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- C. Ability to develop and manage budgets and understand financials.

VIII. Reasoning Ability

- A. Ability to define problems, collect data, establish facts, and draw valid conclusions.
- B. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

IX. Computer Skills

To perform this job successfully, an individual should have knowledge of Database software; Internet Software, Spreadsheet software and Word Processing software.

X. Certificates, Licenses, Registrations

XI. Other Skills and Abilities

- A. Demonstrated success leading business strategy development, business-to-business partnering and organizational fundraising in the field of social services, health care, aging or disability.
- B. Minimum of three years of fundraising/development experience in the health care, human services, aging, disability or managed care fields.
- C. Demonstrated success leading business strategy development, business-to-business partnering and organizational fundraising in the fields of social services, health care, aging, or disability.
- D. Successful experience with federal, state and private-sector grant and/or pilot program funding.
- E. Experience with building relationships between health care providers and payers and contract negotiations.
- F. Expertise in networking, marketing and targeted influencer identification and outreach.
- G. Excellent oral and written communication skills, with the ability to communicate information in a clear and concise manner.
- H. Strong interpersonal skills, including the demonstrated ability to work effectively with members of organizational boards, colleagues, business partners, prospects and community stakeholders
- I. Organized: Able to multi-task, prioritize, organize, and coordinate work tasks and make decisions.
- J. Relationships with others: Must work effectively and relate well with others including MCO's, businesses, governmental agencies, legislators, superiors, colleagues and individuals inside and outside the organization. Must exhibit a professional manner in dealing with others and work to maintain constructive working relationships.

XII. Other Qualifications

Proven leadership in the development and execution of brand management, organizational positioning, marketing, communication plans and sales strategy. Experienced in consulting, product development/management, and negotiating.

XIII. Physical Demands

The physical demands described here are representative of those that must be met by this position to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, this position is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. This position must occasionally lift and/or move up to 25 pounds.

XIV. Work Environment

The work environment characteristics described here are representative of those and this position encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.