

Complex Product Design & Delivery



The health plan division of an integrated care delivery system develops and manages government and employer programs to serve more than 400,000 members. The organization sought to expand its product offerings and introduce a Dual Special Needs Plan (D-SNP) in the state. It turned to Clearlink's government program design experts to provide end-to-end design and delivery capabilities to implement the new D-SNP product.

By leveraging Clearlink's multifaceted clinical and operational management services, including the product and Model of Care (MOC) strategy, application, implementation, and ongoing operations, the organization successfully launched its new D-SNP solution to provide high-value care for its members.

What Is a Model of Care?

An MOC provides the framework for a Special Needs Plan and helps to ensure the unique needs of every enrolled beneficiary are effectively identified and addressed. It serves as a quality improvement tool that supports care management and care coordination processes.¹



The Challenge

Before engaging with Clearlink, the health plan faced several roadblocks in the planning, design, and implementation of an intricate Dual Special Needs Plan product and understanding the impact of this solution on the organization's existing Medicare Advantage (MA) programs. The health plan addressed these challenges by engaging Clearlink to support the full development of a new D-SNP program and educate its teams on how to best care for such a complex population.



The Solution

After being presented with the challenge, Clearlink kicked off the D-SNP product development process beginning with the program and model of care strategy. Clearlink collaborated with the health plan to identify the appropriate business model design to ensure the new product's success. Through a gap analysis, Clearlink identified the similarities and differences between the organization's current, traditional Medicare Advantage population and the chronically complex population served through a D-SNP program.



Project roadmaps for the D-SNP application and implementation processes were combined to create the project plan and necessary clinical and operational workgroups to support them.

The Solution (Continued)

The application phase of the product development process included filing the CMS D-SNP application; bid preparation; the accompanying MOC; and supporting regulatory, network, and benefit documents. To best prepare for application readiness, Clearlink worked in partnership with the health plan to educate its teams on awareness and strategy surrounding D-SNP program functionality and the differences from its MA programs as identified within the gap analysis.

Following application submission, Clearlink transitioned the project workgroups to the implementation phase of the product development. Project teams across clinical and operational departments in collaboration with the health plan's leadership created and updated policies, procedures, and process workflows to support the new program structure. While the core focus remained on the clinical and non-clinical operations needed to support the MOC, Clearlink also provided advisory support for D-SNP program activities.

This included outlining how to collaborate with the state's dual-eligible and long-term service and support programs and advising on insourcing member customer service and appeals and grievances. Clearlink went on to help the health plan screen, select, and implement a vendor for its Health Risk Assessment (HRA), creating workflow processes and standards for internally handling collected HRA data. Vendor selection continued with integrating several of the plan's existing MA vendors and onboarding vendors to support the new D-SNP product.

To support oversight of the overall plan management and MOC, Clearlink worked with the operational teams to develop a sound product monitoring and reporting structure.



The Results

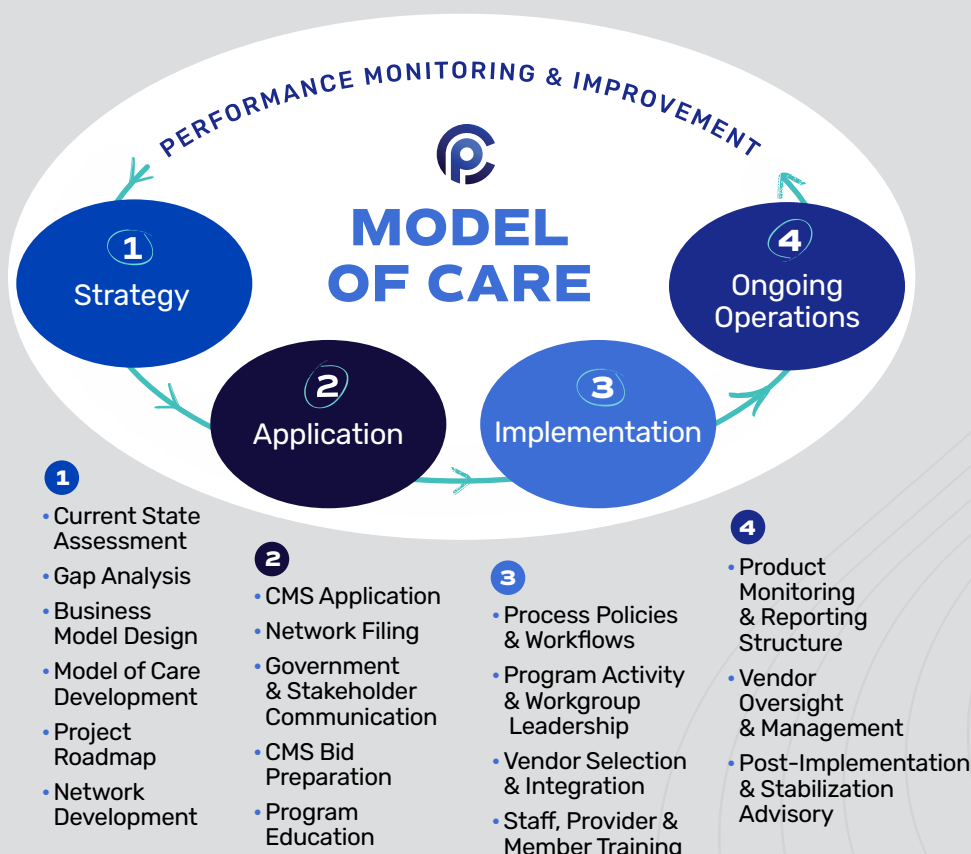


After a successful application and plan bid submission, the health plan navigated a smooth D-SNP product implementation to ultimately achieve a two-year approval on the model of care and launch into the 2022 annual enrollment period. The health plan went live with a functioning D-SNP program on January 1, 2022, and targeted the enrollment of an estimated 500 members in its first year of operation.

Clearlink continues to provide advisory support for post-implementation enrollment procedures and go-live stabilization, as well as vendor oversight and management. Collaborating with executive leadership, Clearlink provides best-practice recommendations and solutions to support program performance.

The health plan has engaged with Clearlink for three years and continues to see optimal performance and achievement of its total cost of care objectives.

Product Design & Delivery Approach





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Get in touch with Clearlink today.



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About Clearlink Partners

Clearlink Partners is an industry-leading managed care consultancy specializing in end-to-end clinical and operational management services and market expansion initiatives for Managed Medicaid, Medicare Advantage, Special Needs Plans, complex care populations, and risk-adjusted entities.

We support organizations as they navigate a dynamic healthcare ecosystem by helping them manage risk, optimize healthcare spend, improve member experience, accelerate quality outcomes, and promote health equity.

Managed Care Made Clear™

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1. [What Is a Model of Care? NCQA and Centers for Medicare & Medicaid Services](#)



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