



Do You Have What Managed Long Term Care Programs Are Looking For?

In the new world of managed care, home care agencies need to obtain contracts with the Managed Long Term Care Programs (MLTCPs) who will be the care coordinators and sources of referral for home care clients. MLTCPs are not obligated to sign contracts with every provider, so your agency needs to position itself as a provider that can satisfy the needs and requirements of MLTCPs. In meetings with MLTCPs, they have given insight into some of the attributes they are assessing in their contract relationships with home care agencies:

- Commitment To Service – A Point Person For Communication, Responsiveness To Requests, Willingness To Collaborate, Transparency
- Adoption Of Industry Best Practices And An Effective Performance Improvement Process
- A System Of Vetting Employees
- Specialized Clinical Or Cultural Expertise
- Reputation In The Community
- Patient Centered Approach
- Innovational Technology – Integrity Of Data Management System, Use of Electronic Health Records And Time Verification Systems
- Creative Linkages In The Community
- Possible Willingness to Experiment With Various Payment Methods, Such As “Per Member, Per Month”, Quality Incentives, Etc.
- Ability To Provide Services Less Expensively – Creating A Financial Cushion For Anticipated Additional Reimbursement Cuts
- Ability To Take On Higher Caseloads

It is clear that home care agencies will have to focus on their business model and be positioned to adapt quickly to the evolving requirements of the managed care organizations. During the transition to managed care and going forward, companies that are proactive in the way they market themselves to managed care organizations will be the ones that are able to develop collaborative relationships with the managed care organizations.

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