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# New Ways to Win Big with Direct to Employer Contracting

**Brant Couch**, CPA, CIC  
CEO  
HealthSure

**Scott Pruzan**  
Managed Care and Direct Contracting  
HealthSure

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# New Ways to Win Big with Direct to Employer Contracting





# Agenda

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New Ways to Win Big with | **Direct to Employer Contracting**

*December 8, 2021*

1

Introduction

2

The Big Picture

3

Direct Contracting with Local Employers

4

Direct Contracting with Tertiary Hospital Systems

5

Managed Care Contracting

6

Next Steps

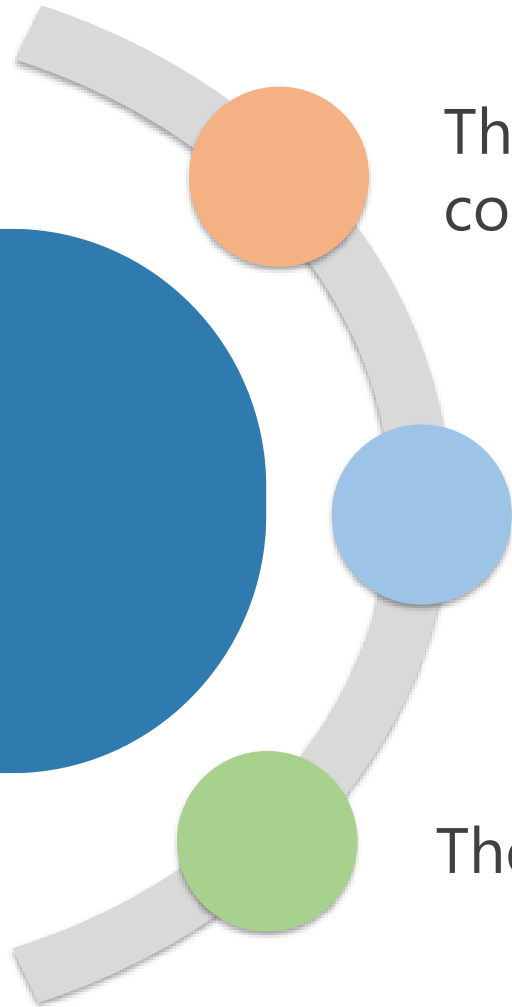
7

Questions

8

Raffle

# Learning Objectives



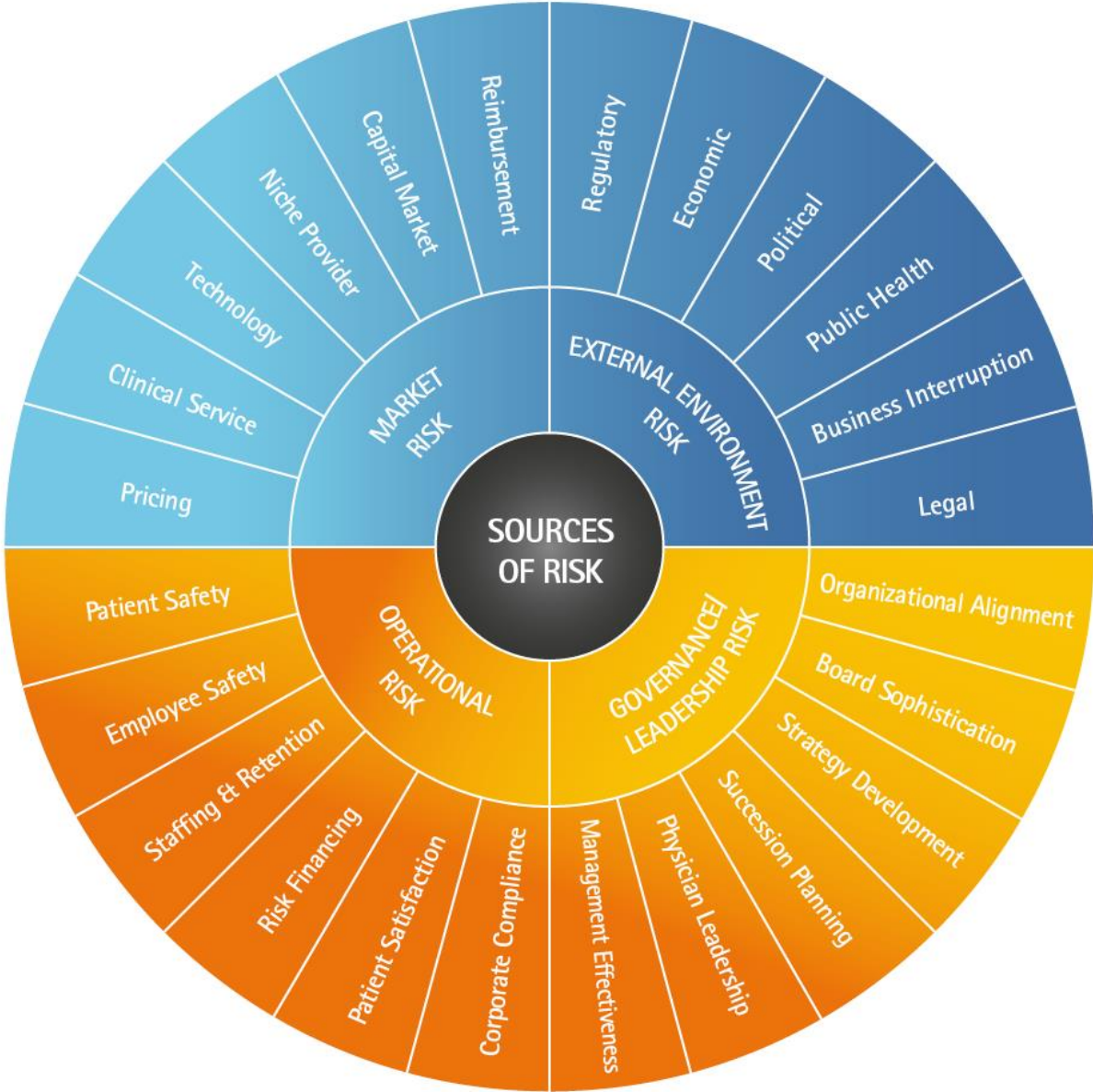
The fundamental elements of successful direct contracting

A simple approach to determining what will work best for your hospital

The do's and don'ts of ongoing contract management



# The Big Picture





The  
Landscape...



...Has  
Changed

# Loss of Revenue

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- Patients driving past your hospital
- Persistent level of bad debt
- Declining reimbursements



# Regaining Control

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- Grow (protect) volume
- Reduce bad debt
- Cut out the middle-man

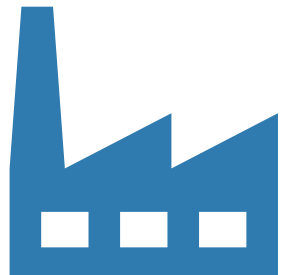




# Win – Win – Win Opportunity

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Your Hospital



Employers



Employees and  
Dependents

# Direct Contracting Success With Regional Employers



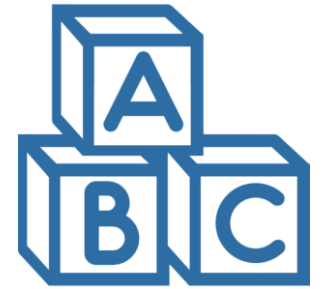
- Relationship Pathway
- Beating Big Insurance
- Collaboration = win/win
- Employee Behavior (employer)
- Community Success



# Direct Regional Employer Contracting

## The Fundamentals

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**Facilitate** and coordinate communication with local employer

**Review** claims and spend for opportunities

**Negotiate** agreements

**Work** with TPA with respect to modeling, reimbursement structure & admin of arrangement

# Direct Contracting Success Tertiary Hospitals

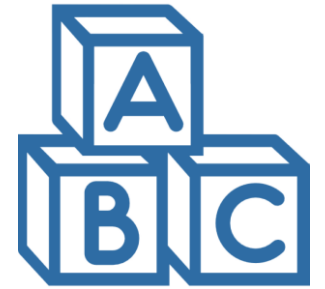


- Cost Control
- Collaboration = win/win
- Details Matter
- Employee Behavior Changes
- Bonus: Tertiary reduces bad debt
- Identifying Opportunities (how to)





# Direct Contracting Tertiary Hospitals The Fundamentals



**Outreach** and coordinate communication with tertiary hospital contacts

**Coordinate** communication with employees regarding benefit design

**Review** claims and spend to reduce health plan cost

**Negotiate** agreements where mutual interest exists

**Work** with hospital's TPA

# Managed Care Contracts

## Food For Thought

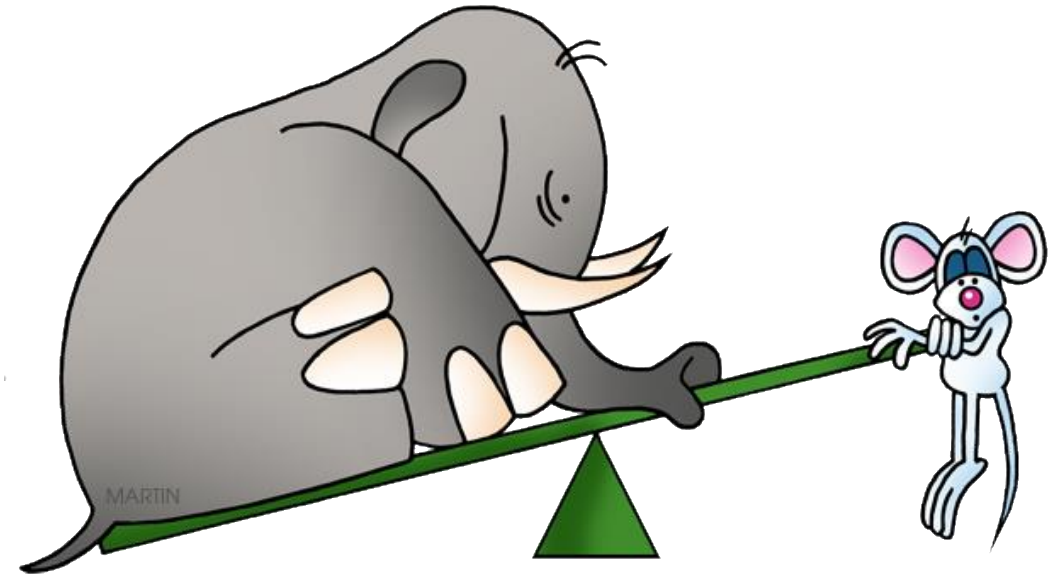
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- No in-house expertise
- No time and resources to manage
- May not know what you have



# Managed Care Contracts Challenges Faced

- Disorganized Contract Documentation
- Personnel Turnover
- Lack of Clarity & Transparency
- Contract Modeling & Payment Integrity System?



# What is Best for Your Hospital?

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- Be proactive
- Don't under-estimate your opportunity
- Start speaking with employers today – cultivate relationships
- Don't forget your employees
- If you don't have the expertise... go find it







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# Questions

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# Contact Us

**Brant Couch, CPA, CIC**

CEO  
HealthSure

(512) 292-3315

BrantC@HealthSure.com

**Scott Pruzan**

Managed Care and Direct Contracting  
HealthSure

(281) 221-7613

ScottP@HealthSure.com

**Chris Ekrem**

Forum Moderator and Former CAH CEO

(806) 215-0549

Chris@CAHForum.com

To learn more, visit:



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