

Case Study : Building a Medicare Advantage Network for a National Health Plan

The Story:

A national health plan wanted to expand their Medicare Advantage (MA) offerings. Their goals:

- Offer new MA plans in two states with established product lines.
- Launch MA plans in three new states.

To achieve these goals in an acceptable time frame, the health plan needed every resource available. Unfortunately, they ran into a challenge: their internal network development team had no bandwidth due to other projects and the available resources on their commercial team did not have any experience with Medicare Advantage requirements.

They decided that they needed to bring in an external partner (with proven expertise) to get the job done. So, the health plan selected andros to help build new, adequate, and marketable Medicare Advantage provider networks in seventy counties across five states.

The Solution:

The health plan had specific cost and quality requirements, so andros kicked off the project with a thorough market assessment — evaluating the existing payors, beneficiaries, and providers in each market to determine the feasibility and resourcing requirements for each provider network.

Then, we utilized our proprietary technology to automatically identify and prioritize providers to recruit in each county that best met the health plan's requirements.

Next, we assembled a specialized team of seven recruiters and four operations professionals to manage the recruiting and contracting process. The team utilized market data to recommend pricing guardrails, which enabled easy and efficient provider negotiations in each market.

The andros team also leveraged 10-years of expertise and existing relationships with providers to establish immediate credibility and overcome provider hesitation where there was a lack of familiarity with the health plan.

The Results:

- The health plan achieved 100% adequacy in four states.
- Despite unforeseen obstacles (a major IDN in the fifth state decided not to enroll any of their providers in new MA plans that year), the plan achieved 91.4% network adequacy for the fifth state.
- Successfully recruited 4,849 physicians in 379 facilities across the five states.
- Collected and managed provider data for each network and prepared each provider directory for filing.
- andros managed the entire five-state network development project continuously for five months.



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andros^x