

# Payer Strategy and Growth for Providers.

## How We Work

We collaborate with payers to see if they have a need or gap in care and if our clients can provide that type of service. If gaps in care are evident, we will work with our clients to build out new lines of business to capture opportunities presented by payers in a region.

SCALE Healthcare works closely with the management and board of provider groups to build out a payer and growth strategy. We have relationships with payers across the U.S. and have worked with providers in developing fee schedules, negotiating value-based and fully capitated contracts, and demonstration projects with both government and commercial payers.

## The SCALE Difference

### + Ongoing Payer Strategy and Support (Includes businesses post-transaction)

A thorough analysis of payer contracts and fee schedules is often much needed, especially post transaction, to lessen the number of potential obstacles that can occur in the future and create new or improved reimbursement rates and opportunities.

### + Ongoing Market Intel

Ongoing market/payer research and intel to help guide successful strategies for future growth and improved reimbursement

### + Other Operational Expertise

Benefit from the expertise from our broader team of senior operational executives including Marketing & Communications, Executive Search and Interim C-Suite Management as well as Practice Integration.

### + Corporate Development and Partnerships

- Develop relationships and build partnerships with payers, the government, and employers to help build reputation of the client and expand market share
- Ideas for new lines of business with potential modeling of reimbursement rates. This included includes payer research and discussions with payers to figure out gaps in service or certain types of care that care lower overall healthcare costs
- Develop demonstration projects for new or novel services not offered by many providers

**SCALE**

/skāl/ · noun

A graduated series of steps or order.

*Our singular focus is to help healthcare providers achieve success with a systematic approach.*

## Representative Work



### Primary Care Provider

**Execution:** Review and analyze all payer contracts; create reimbursement matrix for top codes (75%) of business and expected reimbursement in future years; develop relationships with current contracted payers; developed and implemented new value-based contracts; helped move client to offices throughout the state and several other states in the region; market and reimbursement analysis for new targeted states.



### Outpatient Addiction Center

**Execution:** Help develop new services (primary care and pharmacy) for the client, review all current contracts and fee schedules with payers, develop compliance program, develop strategy on approach to payers with new services and expected reimbursement, and implement payer strategy (includes prep for meetings with payers and ongoing negotiation advisory services).



### Physical Therapy Group

**Execution:** Develop market and reimbursement analysis for the targeted states the client will be entering. The research will include actual average reimbursement rates for the top codes (at least 75% of revenues) in the new markets, competition analysis, potential size of patient market, analysis of employers in each state and potential ability to contract directly. Once in the new markets, develop and implement a payer strategy and create a reimbursement matrix to help guide likely reimbursement rates in each market.



## Our Team

SCALE's proficiency in a wide range of operational and managerial disciplines has been essential in the evolution of our physician group. With their leadership and guidance we have improved our reporting and infrastructure allowing us to make timely decisions and execute on several key initiatives.

**Dr. Bala Sankarapandian**  
CEO & Transplant  
Nephrologist, PPG Health



**David Blasczak**  
Senior Advisor



**Margaret Braxton**  
Head of Payer Strategy

## Featured Clients



SCALE prides itself in developing customized solutions for its clients and helping healthcare organizations grow and thrive in a challenging marketplace. Now, we are ready to help you. We look forward to sharing examples of how we have helped our clients and invite you to schedule a 1-on-1 complimentary practice management consultation with us.

Contact Margaret Braxton at [mbraxton@scale-healthcare.com](mailto:mbraxton@scale-healthcare.com), or (804) 305-4812 to continue the conversation.