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Vacancy Announcement

Joint Alliance Collaboration: Upper Midwest & Heartland Alliances

Position: Director of Regional Third-Party Pay Acquisition (contracted)

Address: 218 E Lawrence Street, Appleton, WI 54911

Have an impact with 97 independent YMCA associations.

The Third-Party Pay Project is developed as a collaboration between the Heartland and Upper Midwest Alliances.

The **purpose** of this project is to create a new business plan through a Regional Engagement Model, which pursues direct reimbursement with various customer segments such as health plans, health care systems, aggregators, and employers who are willing to invest financial resources into lifestyle and preventive health. **Direct contracting and renegotiating contracts with entities such as health plans and aggregators will add revenue to membership and program delivery.**

The *Director of Regional Third-Party Pay Acquisition* will lead the Engagement Model to present a strong value proposition to investors and will provide a significant ability for the YMCA to scale both membership and programs, thus improving the health of the community, strengthening the sustainability and relevancy of the Y, and ultimately reinforcing our position as a leading national health organization.

Key Deliverables

- Establish communications and relationships with all third-party providers operating in the states of: U.P. MI, WI, MN, IA, NE, ND, SD.
- Secure contract proposals with agencies for reimbursement for our programs/services and membership.
- Create systematic, data driven, outcomes reporting.
- New customer segments engagement with Y services.
- Work with Dr. Gloria Winters and Y-USA/YESS (YMCA Enterprise Shared Services) team to coordinate work, conversations, contracts, and establishing referral system for Third-Party direct pay contracts.
- Understand of each state's regulations as it relates to Insurance, Medicaid, and Medicare as each state will be different.
- Work with Alliance staff, Third-Party task forces, local Ys, and Y-USA to determine priorities for insurance providers with biggest "reach" to local Ys – identifying who has the greatest potential to provide referrals.
- Provide ongoing regular communications with task force, Alliance, and local Y's regarding progress, obstacles, and opportunities.
- Serve as the "point person" for all things Third-Party provider related including coordinating and leading meetings, data collection, reporting, and communications.
- Secure proposals with agencies for reimbursement for our programs/services and membership.



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- In partnership with the Alliance and Y-USA staff, co-create realistic charts of work, timelines, and accountabilities as it relates to advancing direct pay and Third-Party opportunities.
- Serve as proxy in negotiations with Third-Party providers in pursuit of mutually beneficial partnerships.
- Improve current contracts with a goal of working towards a one-swipe requirement for full member rate and expand into program reimbursement models.

Project Action Plan

The action plan phases include Identify, Discover, Decide, Engage, and Implement.

Identify, Discover/Decide

Identify

- Engage Heartland and Upper Midwest Alliance Y Associations in Regional Engagement Model

Discover/Decide:

- Assess (People, Partnerships, Processes, Places, Programs, Technology)
- Inventory programs, services, and memberships.
- Community Needs Assessment- (health plans, employers, aggregators)
- Relationships
- Partners
- Segment customer types by area based on relationship and market presence.

Estimated Completion Date: 6 months

Engage

- Health plans - Initiate conversations with state-specific agencies for Third-Party pay plan
 - Opportunities- specific organizations to be determine
 - Medicaid
 - Commercial Insurers
 - Medicare
 - Employer Group
- Aggregators - renegotiate current contracts as a collective and/or build new contracts for an equitable rate and contract.

Estimated Completion Date: Year 1

Implementation

- Begin contract negotiation with the health plan/partner that allows for economies of scale for our programs, services, and membership.
- Work in conjunction with Y-USA, Dr. Gloria Winters, and YESS on contract execution and processing; including but not limited to ensuring legal and ethical fidelity, payment processing, tracking, reporting, and providing customer service to Ys.

Qualifications:

- Requires self-motivation, organization, and expert knowledge of Microsoft Excel and Google Sheets.
- Preferred: 1-3 years of healthcare leadership experience with proven relationship-development abilities; experience with working with physicians and healthcare leaders of various specialties,



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healthcare marketing, chronic disease and/or population health management programming, strategic development, and informatics.

- Preferred: relevant healthcare strategy and operations expertise; background in assessing business models and positioning of provider organizations within the healthcare population health management and/or readmission avoidance areas.

Success Measurement

- Determine collective baseline of collective Third-Party revenue at all YMCAs and determine a percentage of growth expected in year 1, year 2, year 3.
- Build a case for the collective ask that can be duplicated for all 7 states and 97 Ys.
- Develop a "common language" to talk to providers with.
- Achieve stronger reimbursement rates on one-swipe and direct-pay models for payors that will provide the greatest return of investment/yield for the collective YMCAs, with an ultimate desired goal of at or near 90% of membership reimbursement.

Length of Contract

Funding is approved for the first 12 months. Consideration for extended funding/contracting upon successful business plan development and engagement with local Ys.

Salary Range

\$80,000-\$100,000

To Apply:

Candidates will submit a cover letter, resume and six professional references via the following website: <https://www.uppermidwestymcas.org/jobs> by November 24, 2023.

Please Note: References checked on final candidates only with prior notification.

Questions regarding this position should be directed to:

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