



“Marketing and Providing Employment and Residential Services in the Managed Care World”

Presented by:

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A Brief Overview

1. Providing Services to 300 individuals in Fond du Lac, Green Lake, Marquette and Waushara Counties
2. Mission: "To support, educate and empower individuals with disabilities to reach their highest level of independence"
3. Service Programs
 - Vocational Programs – Production Centers, Supported Employment, Job Placement
 - Day Services Programs
 - Transportation
 - Independent Living Program
 - Supported Apartment Programs
 - Supportive Home Care
 - Recreation Programs
 - Group Homes – 2 CBRF's, 3 AFH
 - Training Programs
4. Annual Budget of \$3.75 Million
5. Visit Web Site at: www.diverseoptions.org



DO's Path in Family Care

1. Part of Family Care Pilot Programs in 2000 in Fond du Lac County
2. Rocky Start – Fiscally, Philosophically, Structurally
3. Change Was Hard For Everyone
4. Took the “White Hat Approach” in 2002
5. Realized MCO As DO's #1 Customer That Required “Extreme Customer Service”
6. Made Changes Internally to Reflect “Extreme Customer Service”
7. Continue to Experience Growth in DO Programs



Marketing and Positioning Your Agency in a Managed Care Environment

1. Get involved in the planning process early on. Make sure the provider perspective gets communicated as Family Care evolves. – Wear the white hat and make sure your organizational representatives wear the white hat at ALL times.
2. Develop and modify your infrastructure and systems; SWOT Analysis of Services and Programs, Feasibility Studies of Additional Services and Programs, Authorization Tracking, Capacity Analysis and Reporting, Billing Systems, Referral Intake Systems.
3. Market Yourself – Materials, Tours, Web Sites, Everything – School Grant Program, School Classes, Community Activities and Representation, Monthly Capacity Reports – Relationship with Aging and Disability Resource Center Critical!!!
4. Extreme Focus on Outcomes, Consumer Goals and Objectives, MCO Quality Standards, Customer Service and Consumer Rights.



Marketing and Positioning Your Agency in a Managed Care Environment

5. Communicate, Communicate and Communicate More with the MCO.
6. Upper Management Involvement Critical – Quarterly Meetings at DO – CEO is MCO's Management Contact. "Extreme Customer Service"
7. Be Very Flexible to Meet Individual Consumer Needs
8. Understand from the onset that Family Care is dollar driven. Be prepared for service reductions, natural support models, less-traditional service options and **COMPETITION**. Apply Business Strategies from the onset.



Marketing and Positioning Your Agency in a Managed Care Environment

9. Analyze, Evaluate and Communicate Capacity in Programs to MCO Monthly
10. Develop and Expand Continuum of Services Whenever Possible
11. Develop Agreements and Memorandums of Understanding (Job Coaching, Bi-monthly Billing)
12. VIEW RELATIONSHIP WITH MCO AS A PARTNERSHIP VERSUS A DICTATORSHIP!!!





Employment Outcomes for DO Consumers in Family Care

- Rate increases for service rates in most programs the past 6 years
– CMO Success = Consumer Success = Provider Success
- Additional and ongoing referrals for Day Services and Pre-Vocational programs
- Reduction in “pure referrals” for supported employment and community job placement from MCO – DVR first, restrictions on supports for long term
- Increased scrutiny of production center operations by advocates, DFHS, MCO’s and other organizations
- Consumers are shopping around and moving services to providers that meet their employment goals and objectives
- BEWARE OF COMPETITION



Questions and Discussion

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