





ATI and LeadingAge Consulting Partnership


Fall 2020

The Public Health Emergency Changes the Healthcare and Support Services Landscape

Creates New Opportunities for Both Policy and Business

 Disrupts decades of legislation, regulation, and system norms and highlights gaps in our aging and long-term care systems

 Shifts role of healthcare providers and housing operators as inpatient facilities experience drop in admissions

 Increases demand for in-home and community healthcare and support services

 **How are you preparing for this new normal?**

Your Organization Has an Opportunity To Capture the Value Being Delivered



How are you articulating the value you deliver to potential referral partners or payers?



Can you formalize your relationships with healthcare providers in your community?



Do you maintain a network of service providers that you can tap to provide a range of services to your clients?



What is your vision and strategy for 2021? 2022?

ATI Advisory Can Help Evaluate Your Market, and Identify Your Options and Opportunities

ATI Advisory (ATI) is a research and advisory services firm working to transform the delivery of healthcare and aging services for older adults. ATI conducts research, generates new ideas, and helps organizations lead and deliver change in senior care

ATI Advisory Expertise

- ❖ Long-term care service delivery innovation
- ❖ Post-acute care service delivery innovation
- ❖ Medicaid and Medicare integration
- ❖ Seniors housing and healthcare integration
- ❖ Medicare Advantage

ATI Advisory Key Services

- ❖ Organizational vision and strategy
- ❖ Market assessment and options development
- ❖ Data analysis
- ❖ Value proposition and partnership development support

Why LeadingAge Works with ATI Advisory

ATI Advisory helps organizations identify and evaluate a range of options for capturing value being created and delivered in communities and helps organizations understand the tools and strategy required to achieve new partnerships and opportunities



Responsive to Organizational Need

ATI collaborates to understand business challenges and brings creative solutions to the table



Cooperative Approach

ATI often works across sectors and stakeholders to create shared solutions and move ideas into action



Experienced Analysts

ATI has deep expertise in data analytics and in creating business intelligence solutions for organizations of all sizes



Industry Thought Leadership

ATI is backed by a team of experts who work to identify policy shifts, growth opportunities, and partnerships across systems

ATI Advisory's Strategic Projects for LeadingAge Members

-  Board and executive education on healthcare and integration opportunities to inform your strategic planning
-  Healthcare data analysis and market landscape to identify potential partners for your organization and to inform business development opportunities
-  Options for your organization to participate in risk-based initiatives
-  General support for business development and growth discussions with external partners

Board and Executive Education on Healthcare and Integration Opportunities To Inform Organizational Strategic Planning

Purpose:

Inform strategic planning with insights on national and market-specific trends, particularly the impact of COVID-19

Example project tasks:

1. Local analysis of your market
2. Pre-meeting leadership interviews
3. Pre-meeting agenda and material review
4. Preparation of customized PowerPoint handout
5. Three-hour virtual presentation and facilitated discussion

Example topics include:

- Responding to shifting market dynamics related to COVID-19 pandemic
- Assessment of options for integration of housing/healthcare
- Medicare Advantage dynamics and engagement
- Preparation for value-based care
- Considerations for taking on healthcare risk
- Potential and need to develop clinically integrated networks
- Expansion/consolidation of assets, service offerings
- Exploration of strategic partnerships
- Other

Healthcare Data Analysis and Market Landscape To Identify Potential Partners and Inform Business Development Opportunities

Purpose:

Inform strategic planning, partnerships, and business development with in-depth analysis of healthcare dynamics in your market. Address and understand shifting market share dynamics and impacts resulting from COVID-19

Example project tasks:

1. Analysis of the following:
 - Medicare Advantage market share by payer
 - Medicare Advantage supplemental benefits by payer
 - Value-based care activity by referral source (including ACOs, bundles)
 - Competitor analysis
 - Partner analysis
 - Hospital fee-for-service referral patterns and post-acute market share
2. Preparation of customized PowerPoint handout that displays results and implications for your business development and strategy; virtual presentation

Options for Your Organization To Participate in Risk-based Initiatives

Purpose:

Provide education and high-level options for your organization's opportunity to participate in risk-based initiatives such as direct contracting, I-SNPs, or value-based care partnerships and the impact of COVID-19 on these opportunities

Example project tasks:

1. Organizational interviews to understand clinical programming and processes and outcomes performance
2. Analysis of environmental considerations including key market factors and policy considerations
3. Example pro-forma
4. Preparation of customized PowerPoint handout with analysis and key takeaways
5. Two virtual presentations/facilitated discussions

General Support For Business Development And Growth Discussions With External Partners

Purpose:

Develop value proposition and marketing materials for business development purposes

Example project tasks:

1. Information request and review to determine organization's strengths and outcomes
2. Conduct high-level market analysis and external interviews to understand market dynamics and potential partners
3. Three leadership interviews to understand your organization's capabilities and outcomes
4. Preparation of your organization's value proposition and accompanying marketing materials; includes up to two externally-facing documents with accompanying talking points
5. Virtual presentation and discussion

For more information and project pricing, please contact LeadingAge@atiadvisory.com.