

Defining Your Value Proposition: Understanding MCO Priorities

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5/20/2026





Session Objectives

Key MCO Priorities

Focus on access, coordination, quality, and cost effectiveness in serving LTSS populations is critical.

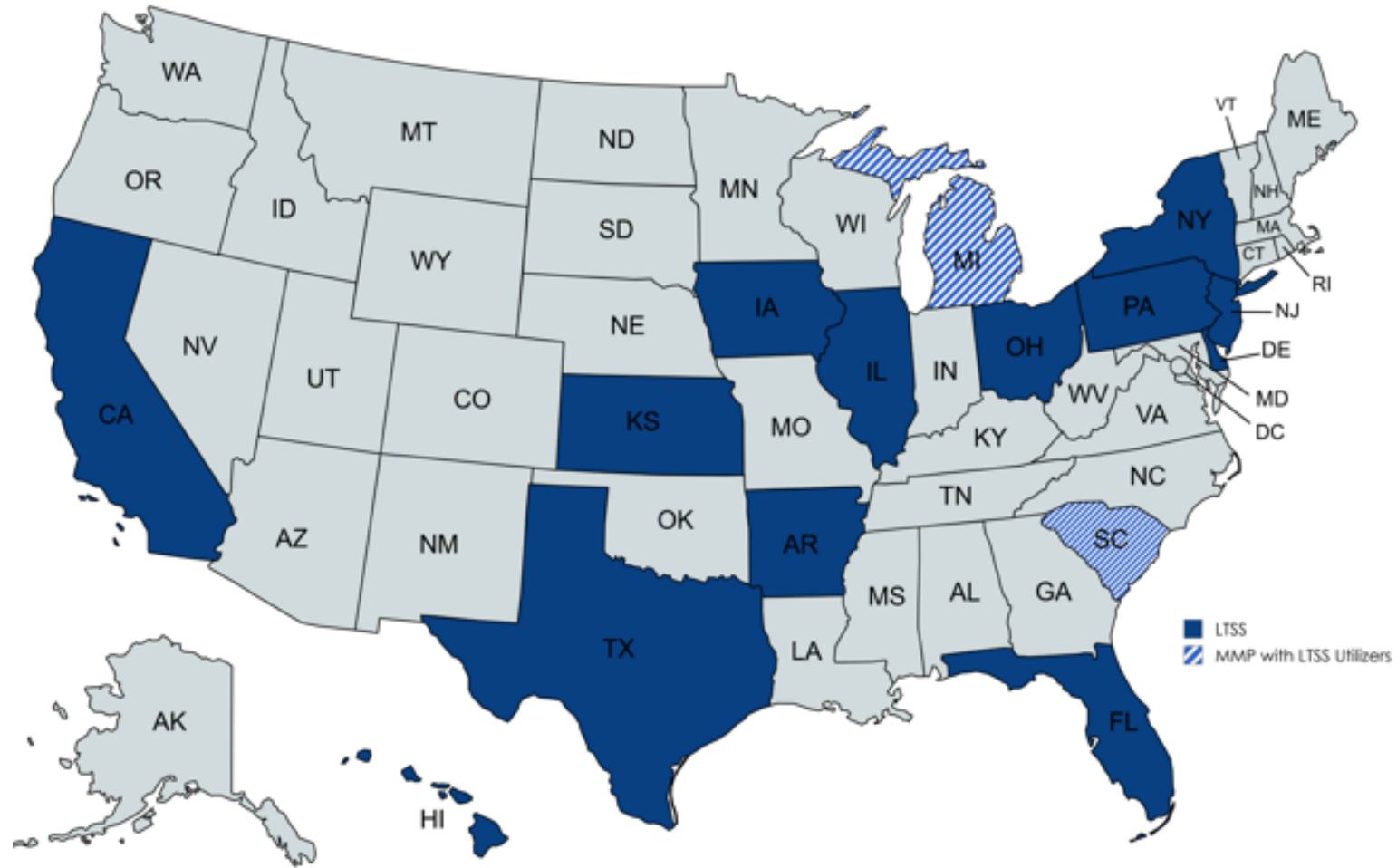
Aligning Homecare Services

Guidance on aligning homecare with managed care priorities to create measurable value and better outcomes.

Sustainable Partnerships

Strategies for collaboration, data sharing, and continuous improvement foster strong partnerships with MCOs.

Centene's MLTSS Footprint



370,000+ members across 14 states

Why MCOs Matter in the LTSS Landscape

Care Coordination Role

MCOs coordinate services across medical, behavioral, and community providers to prevent fragmentation and crises.

Quality Assurance

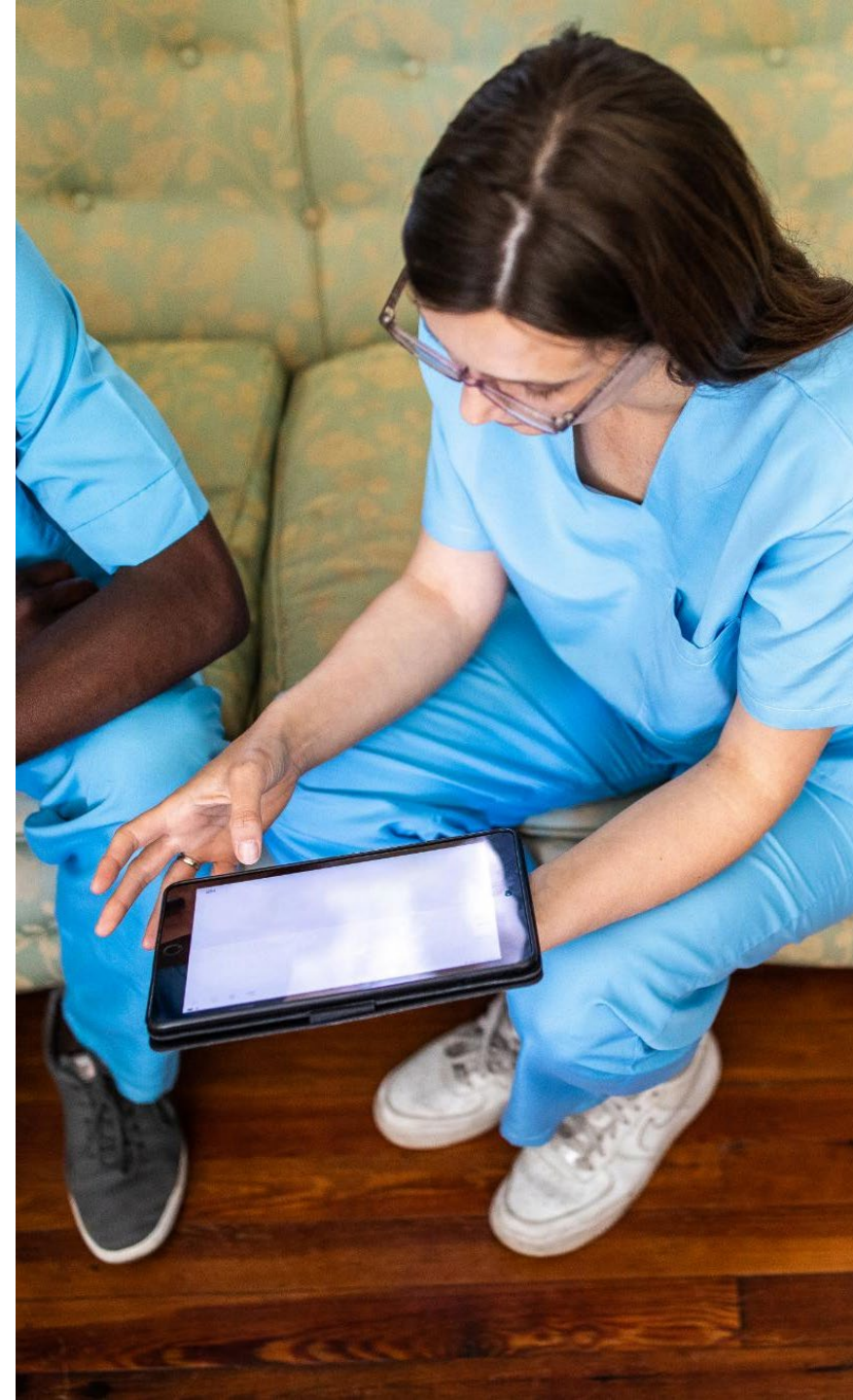
MCOs monitor performance standards to ensure consistent, high-quality participant experiences across networks.

Cost Management

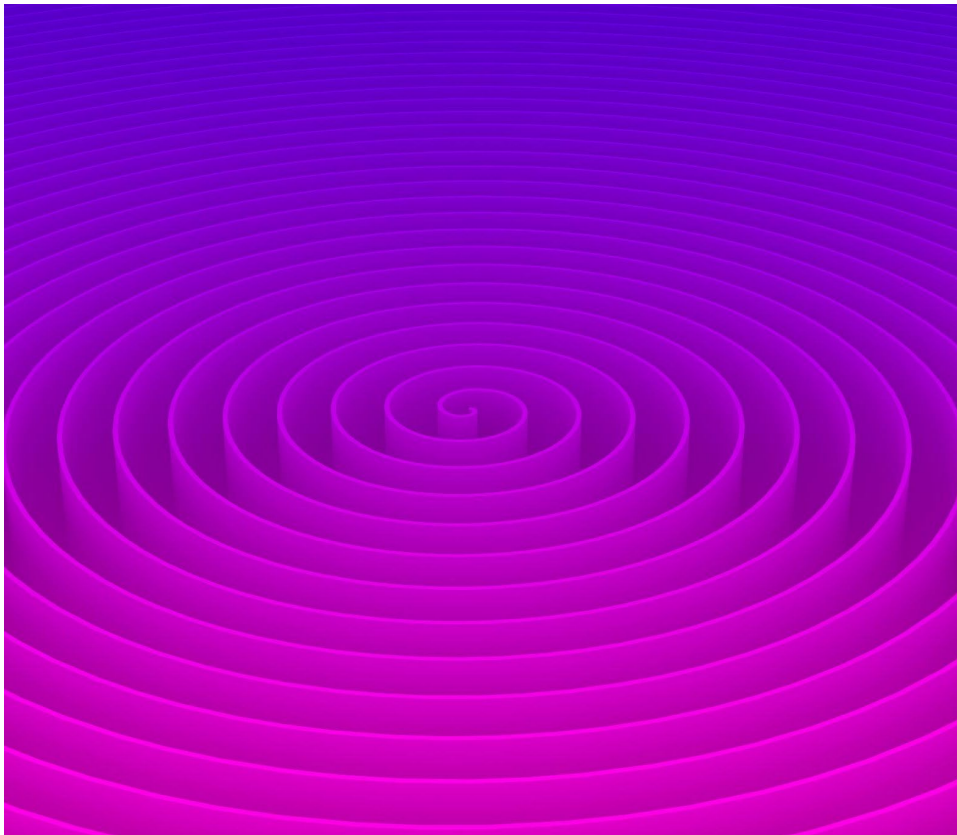
MCOs manage costs efficiently while maintaining high-quality care through resource optimization.

Provider Partnerships

Strong partnerships help providers adapt to value-driven models and support resilient homecare ecosystems.



MCO Priorities and the Rippling Effect



Access to Care

Timely and reliable services build trust and stabilize participants in their homes.

Person-Centered Care

Empowering individuals to make informed decisions tailored to their unique needs and goals.

Care Coordination and Integration

Connecting providers, clinicians, and community resources into a cohesive support system.

Quality, Outcomes and Cost Effectiveness

Measuring health improvements and reducing hospitalizations through proactive home services.



Defining a Strong Homecare Value Proposition

Unique Value in Homecare

A value proposition combines unique services, outcomes, and benefits tailored for MCOs and participants.

Core Elements of Value

Quality, efficiency, and positive outcomes form the foundation of a strong homecare value proposition.

Continuity of Care

Reliable staffing and minimal disruption ensure stability and trust in homecare services.

Rippling Effect Benefits

Everyday care activities create compounding benefits for participants, plans, and communities over time.

Strategies for Effective MCO Partnerships



Building Strong Relationships

Intentional strategies and shared accountability foster strong partnerships with regular communication and aligned goals.

Data-Driven Decision Making

Collecting and sharing meaningful data demonstrates impact and aligns provider efforts with MCO metrics.

Innovative Care Delivery

Adapting care through home-based models and supportive technology meets evolving participant needs effectively.

Continuous Improvement Feedback

Feedback loops enable ongoing enhancement of partnerships based on input from MCOs and participants.

Case Study: Successful LTSS MCO Partnership

Background:

- Health plans are charged with helping participants receive certain preventative care, also known as Health Effectiveness Data and Information Set or HEDIS Care Gaps.

Problem:

- Increase the closure rate of HEDIS Care Gaps and the general health and wellbeing of Pennsylvania Health Plan Members

Solution:

- incentivized the PAS/Homecare providers to help participants understand and complete these measures.

Case Study Results: Compounding Impact Over Time

HEDIS PREVENTATIVE MEASURE	INCREASE IN CLOSURE RATE
Breast Cancer Screening (BCS)	36.96%
Controlling High Blood Pressure (CBP)	68.25%
Cervical Cancer Screening (CCS)	35.66%
Diabetes Care – Blood Pressure (CDC_BP)	70.24%
Diabetes Care – HbA1c (CDC_HbA1c)	31.01%
Colorectal Cancer Screening (COL)	68.06%

Best Practice = Coordination & Partnership

Collaboration for Quality Improvement

Health plans and homecare providers work together to close preventive care gaps and improve quality scores.

Incentivized Provider Education

Providers are incentivized to educate members and support completion of screenings and chronic disease management.

Trusted In-Home Relationships

Trusted relationships enable providers to influence member behavior and increase engagement in preventive care.

Improved Preventive Care Adherence

Focused collaboration leads to higher adherence to preventive screenings and chronic disease management tasks.



Key Takeaways and Call to Action



System-Wide Ripple Effects

Care at home creates ripple effects that impact the entire health system positively and sustainably.

Tailored Services for Needs

Providers aligning with MCO priorities can customize services to better meet participant and plan requirements.

Collaboration and Data

Collaboration backed by data and continuous improvement drives successful outcomes in homecare services.

Call to Action

Participants are encouraged to recognize how daily interactions contribute to evolving care at home and beyond.



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