



SENIOR PROVIDER NETWORK DEVELOPMENT SPECIALIST

Position Status: Exempt
Reports To: Provider Network Development Manager
Effective Date: 05/02/24
Revised Date:
Job Level: P3

POSITION SUMMARY

Under direction, this position:

1. Conducts and coordinates professional level healthcare provider recruitment efforts and related activities
2. Facilitates the onboarding process for new providers
3. Performs research and analysis related to provider network requirements, to develop provider recruitment strategies, and to identify opportunities for network expansion
4. Assists the Provider Network Development Manager with Unit administration and special projects
5. Performs other duties as assigned

RESPONSIBILITIES

1. Conducts and coordinates professional level healthcare provider recruitment efforts and related activities, with duties including but not limited to:
 - Identifying, recruiting, and contracting with healthcare providers, including physicians, specialists, hospitals, large provider groups, behavioral health providers, non-traditional providers, and ancillary service providers, to ensure members have access to a comprehensive and high-quality provider network
 - Following up on provider referrals and conducting outreach for underrepresented specialty types
 - Developing recruitment strategies and conducting outreach to new provider types
 - Marketing the Alliance to potential providers and conducting informational presentations
 - Fostering and maintaining productive relationships with prospective providers through direct and in-person regular contact and communication
 - Communicating with prospective providers and responding to their inquiries in a manner that demonstrates an understanding of their concerns
 - Maintaining a thorough understanding of Alliance services and benefits and communicating same to prospective providers
 - Participating in the development of marketing and outreach materials in collaboration with the Marketing and Communications Department
 - Documenting outreach efforts, reviewing results, and modifying approach as needed to achieve recruitment objectives
 - Negotiating contracts with healthcare providers and facilitating the contracting process in collaboration with the Provider Services Contracting Unit, focusing on contract terms that promote high-quality care and cost-effectiveness
 - Conducting rate negotiations within parameters established by the Finance Department
 - Collaborating with the Legal Services and Compliance departments to ensure all provider contracts meet regulatory requirements and organizational standards

- Assisting providers through the credentialing process, in collaboration with the Provider Services Credentialing team, ensuring providers possess the necessary qualifications, licenses, and certifications required by the Alliance and/or regulatory agencies
 - Providing guidance and education to providers on Alliance billing procedures
 - Coordinating and supporting process improvement activities related to provider recruitment and onboarding
 - Preparing written reports, correspondence, presentations, orientation materials, and other program documents
 - Conducting outreach to providers to gather information required to respond ad hoc requests from regulatory agencies, such as requests related to provider recruitment and provider facility services,
2. Facilitates the onboarding process for new providers, with duties including but not limited to:
- Acting as the initial point of provider engagement to ensure that newly onboarded providers are adequately informed about the health plan and able to provide services to members in compliance with the provider contract
 - Conducting orientations to the plan for newly contracted providers and their staff
 - Facilitating and scheduling the onboarding of new providers in collaboration with the Provider Relations team to support a unified transition of the recruited providers from Provider Network Development to Provider Relations
3. Performs research and analysis related to provider network requirements, to develop provider recruitment strategies, and to identify opportunities for network expansion, with duties including but not limited to:
- Conducting market research to identify gaps in the provider network, opportunities for network expansion, and trends in the healthcare provider landscape
 - Maintaining knowledge of the primary care physician, specialty care physician, behavioral health provider, and non-traditional provider markets through direct dialogue with community providers, researching competitors, and utilizing available data to monitor physician networks
 - Staying informed about market trends and regulatory changes that may impact the provider network
 - Analyzing provider data and performance metrics in support of network development strategies and decision-making
 - Conducting market research and developing a variety of provider recruitment strategies in order to meet network needs
 - Utilizing market research and data to draft outreach plans for new and developing markets
 - Evaluating network requirements related to members' realized access to ensure that the provider network is meeting members' needs and providing access to care
 - Maintaining a comprehensive list of network targets for outreach
4. Assists the Provider Network Development Manager with Unit administration and special projects, with duties including but not limited to:
- Mentoring and coaching Provider Network Development Specialists and acting as a subject matter expert and point of escalation
 - Providing guidance and training to Provider Network Development Specialists related to market research and the more complex provider recruitment and contracting activities

- Assisting the Provider Network Development Manager with the development and deployment of provider surveys
- Assisting with the development of training materials
- Leading or participating in special projects and cross-departmental workgroups
- Assisting with compliance and regulatory responsibilities
- Assisting with the development and drafting of policies, procedures, and guidelines

5. Performs other duties as assigned

EDUCATION AND EXPERIENCE

- Bachelor's degree in Healthcare Administration, Business Administration, Social Science, or a related field and a minimum of five years of experience in a managed care environment performing provider network development, provider relations and/or provider contracting activities, which included a minimum of three years of experience performing provider recruitment activities and some experience working with Medi-Cal (a Master's degree may substitute for two years of the required experience); or an equivalent combination of education and experience may be qualifying

KNOWLEDGE, SKILLS, AND ABILITIES

- Thorough knowledge of the principles and practices of healthcare provider recruitment
- Working knowledge of provider contract negotiation and contract management principles, including reimbursement rates, service level agreements, and performance metrics
- Working knowledge of the healthcare delivery systems, including hospitals, clinics, and other healthcare provider types
- Working knowledge of the health care industry and managed care concepts
- Working knowledge of research, analysis, and reporting methods
- Working knowledge of the California Medi-Cal program and related regulations
- Working knowledge of the principles and practices of customer service
- Working knowledge of and proficiency with Windows based PC systems and Microsoft Word, Excel (including pivot tables), Outlook, and PowerPoint,
- Some knowledge of the principles and practices of provider network evaluation
- Some knowledge of the unique methods utilized to recruit Behavioral Health Care Providers
- Some knowledge of health insurance processes, reimbursement models, and payer requirements
- Some knowledge of standard marketing techniques
- Ability to act as a technical resource for Provider Network Development Specialists
- Ability to develop and implement effective provider recruitment strategies
- Ability to conduct provider outreach in a positive and professional manner that builds relationships and ability to take initiative to follow up with prospective providers as appropriate
- Ability to identify providers' priorities and how the Alliance can meet providers' needs
- Ability to apply sales and marketing skills when conducting provider recruitment activities
- Ability to interpret, apply, and explain policies, standards, regulatory requirements, and guidelines
- Ability to maintain a thorough understanding of Alliance benefits and services
- Ability to negotiate contracts and terms with healthcare providers

- Ability to understand and explain a variety of payment models
- Ability to analyze provider network performance, identify gaps, and make recommendations for improvement
- Ability to assist with the development of work plans and workflows
- Ability to support the development and implementation of projects, programs, systems, policies, and procedures
- Ability to manage multiple projects simultaneously, organize work, and achieve goals and timelines
- Ability to identify issues, conduct research, gather and analyze information, reach logical and sound conclusions, offer recommendations and potential consequences, and mitigate risk
- Ability to develop recordkeeping systems and maintain organized and accurate records
- Ability to prepare written reports, correspondence, orientation and training materials, and other program documents
- Ability to independently document issues and escalate appropriately
- Ability to facilitate meetings and make presentations
- Ability to foster effective working relationships, influence others, and build consensus with individuals at all levels in the organization
- Ability to utilize good judgment and tact when interacting with health care providers and other stakeholders
- Ability to adapt to change and respond to changing priorities
- Ability to work independently with minimal supervision and as a member of a team

DESIRABLE QUALIFICATIONS

- Working knowledge of the Medicare program and related regulations, including the Dual Eligible Special Needs Plan (D-SNP)
- Working knowledge of commercial health plan operations
- Working knowledge of the unique methods utilized to recruit Behavioral Health Care Providers
- Working knowledge of Microsoft Visio and Adobe Acrobat
- Working knowledge of healthcare regulatory processes
- Some knowledge of provider networks in the Alliance service area counties, including large provider groups

WORK ENVIRONMENT

- Ability to sit in front of and operate a video display terminal for extended periods of time
- Ability to bend, lift and carry objects of varying size weighing up to 10 pounds
- Ability to travel to different locations in the course of work
- Ability to work effectively in a remote work environment
- Possession and ongoing maintenance of a valid Driver's License, transportation, and automobile liability insurance in limits acceptable to the Alliance

This position description, and all content, is representative only and not exhaustive of the tasks that an employee may be required to perform. Employees are additionally held responsible to the Employee Handbook, the Alliance Standard Knowledge, Skills and Abilities and the Alliance Code of Conduct. The Alliance reserves the right to revise this position description at any time.