

Value Proposition Worksheet

Developing Your Value Proposition for Benefits Counseling and Enrollment Assistance

This worksheet supplements the ***Value Proposition How-to Guide: Developing Your Value Proposition for Benefits Counseling and Enrollment Assistance***. It will guide you through the process of creating a value proposition to successfully secure a health care contract for benefits counseling and enrollment assistance services. Please use the space below to answer questions and develop your value proposition.

Questions to Guide the Development of Your Benefits Counseling and Enrollment Assistance Value Proposition

1. What problem can you solve for the health plan and its members related to benefits counseling and enrollment assistance?
2. Which benefits would you focus on during the contract with the health plan? (i.e., Medicare Part D extra Help/Low-Income Subsidy (LIS), Medicare Savings Programs, Medicaid (initial application and/or recertification), Supplemental Nutrition Assistance Program).
3. What types of beneficiaries will your program serve (e.g., beneficiaries who are eligible but not yet enrolled in LIS), and what challenges are faced by this target population?
4. What specific intervention(s) will you provide to the health plan to boost enrollment of its members in the public benefits your program will target?
5. What strategies will you use to effectively reach the health plan's members?
6. What have been your past successes in providing benefits counseling and enrollment assistance?
7. What is the return on investment (ROI) for the health plan, after you have estimated the financial value to your AAA/ADRC?
8. How will you identify and mitigate possible risk? (i.e., conflict of interest issues, data sharing and storing)

Writing Your Own Value Proposition

1. Review your responses to the questions above, extract the key elements and list them below to help explain why a health plan would want to contract with your organization.

Key Elements:

- a)
- b)
- c)
- d)
- e)
- f)

2. Using the space below, craft a strong, compelling and concise description of why your services are valuable and how they benefit the health plan and its members. Include data and stories to showcase your successes, your expertise in data management and risk mitigation, and explain how your proven services can help the health plan's members enroll in public benefits and access resources for which they are qualified. Use industry language that will resonate with a health care audience (e.g., quality improvement, return on investment/ROI, HEDIS, CAHPS, etc.), and tailor the presentation to the person's role in solving the problem in the organization (i.e., marketing, population health management, provider network management). Be sure to highlight the health benefits for health plan members and the financial advantages for the health plan, particularly the return on investment.

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