UW HEALTH POSITION DESCRIPTION

POSITION SPECIFICS
Title: Managed Care Account Manager  
Department/Number: Managed Care 22100
Reports to: Dir, Managed Care Contracting
Job Code: 310006  
FLSA Status: Exempt
Manager Approval: M. Johnson Date: 9-16  
HR Approval: MJG Date: 9-16

POSITION SUMMARY
The Managed Care Account Manager is responsible for the development of contractual relationships, including the negotiation of terms and maintenance of ongoing agreements. The incumbent represents all of UW Health and several joint ventures, including: UWHC, UWMF, Madison Surgery Center, Transformations Surgery Center, Generations Fertility Care, Wisconsin Sleep, Wisconsin Dialysis, Chartwell, UW Rehabilitation Hospital, Swedish American Health System and any new joint ventures in these negotiations and in these relationships. The incumbent is responsible for ensuring the achievement of contract terms and conditions which are favorable to UW Health. This position manages, maintains and develops relationships with strategically important third party payers requiring significant experience in the field, with a high level of knowledge, accountability and skill.

The Managed Care Account Manager manages the negotiation or renegotiation of contracts as appropriate. The incumbent will represent hospitals, physicians, ambulatory surgery centers, home health and other professional services and understands the services provided by each, requiring a wide range of health care provider knowledge. The incumbent will develop relationships with internal parties. He/she works with these providers to develop contract strategies to increase or maintain market share. He/she identifies areas for improvement within the contracts. In addition, this role is responsible for tracking the overall performance of their contracts, collaborating with the various business offices regarding administrative issues and facilitating the resolution of any payment or contract compliance issues.

The incumbent identifies new opportunities, develops strategies and responds to requests for proposals or contracts. The incumbent is responsible for ensuring that the contracts are complete, accurate and timely. The incumbent represents UW Health and related entities to the external payer market. The incumbent routinely interacts, negotiates with and develops relationships with executive level staff with key contracted payers, examples include CEOs, VP of Provider Relations/Network Development, Health Plan Medical Directors, and Contracting Directors/Managers. The incumbent regularly communicates confidential material regarding payment rates and conditions via telephone, e-mail and written communication with senior staff in insurance companies, reinsurance companies and other managed care companies. The Account Manager has strong negotiation skills and is comfortable leading meetings, creating agendas and achieving goals.

The incumbent has a high degree of independence and uses sound judgment regarding those issues which require the involvement of the directors and/or other UW Health leadership. He/she coordinates with the VP and directors of Revenue Cycle to ensure that operational matters relating to revenue cycle management are incorporated in to contracts. The incumbent works with medical school departments and hospital departments to develop payer and health plan strategy and to troubleshoot issues. He/she also communicates internally within UW Health and will develop effective presentations or memorandums to present to a wide audience of leaders and staff, within UWHC, UWMF, the Medical School or the other represented entities.

As needed, the role may be assigned as a lead for projects, an entity’s contracting needs or a specific function. In addition, the Account Manager may focus their expertise in a specific area of negotiations, for example: transplant programs and contracting or risk and capitation. Experience, interest and expertise may create these special areas of focus, however, the Account Manager shall also be responsible for covering all areas relating to payer relations and internal communications. This focus area may include specific internal and external duties that are unique, strategic and/or operational in nature. The focus area will involve close collaboration with leaders in that department or function.

The Managed Care Account Manager develops contract language for templates as well as reviews and revises nonstandard language from payers and plans, as appropriate. He/she will ensure the language is in compliance with Federal and State laws and supports UWHC’s, UWMF’s and the other entities’ requirements.

Additional responsibilities include composing letters, memos and notices in addition to contracts, amendments, letter of intent and letters of understanding along with maintaining and updating orientation materials for payers and for communicating with internal billing office and other staff regarding current contract terms and conditions so that they can load the appropriate information into our systems. He/she oversees the maintenance of the contract database and the electronic library of managed care contracts. The incumbent provides leadership within the Managed Care Steering Committee, Contracting Team, and UHC Leadership Council and various other committees and teams.
The Managed Care Account Manager coordinates in-services between UWMF, UWHC contracting staff and business office staff and contractors/payers. He/she also monitors all UW Health news releases and coordinates notification of appropriate information to contracted payers.

### MAJOR RESPONSIBILITIES

#### Negotiation
1. Responsible for the direct negotiation of a large portion of UW Health managed care contracts to achieve strategic contracting goals with a variety of health plans, payers and products.
2. Assist in the development of strategy for contract relationships
3. Respond to market opportunities and monitor significant market changes to protect and enhance market share for UW Health
4. Meet with health plans for negotiation of rates and language, including development of agendas, preparation for negotiations and generally lead the meeting and negotiate key topics
5. Develop contract language to achieve UW Health results, update, review and revise contract templates, revise health plan language to maintain compliance with State and Federal laws and UW Health requirements
6. Ensure language meets the operational and financial needs of UW Health
7. Understand various provider reimbursement methodologies (hospital, physician, surgery center) and stay abreast of changing payment models
8. Represent UW Health and the various entities in negotiations
9. Manage the annual contract renegotiations ensuring that priority contracts are renewed prior to the termination date.
10. Quote and advise on contract rates and negotiates rates as described by the Managed Care partner on the specific contract

#### Relationship Building with Payer and Health Plans
1. Ensure client satisfaction through professional interactions on the phone, via email or mail and in person, building a relationship with the counterpart at the payer/plan, along with other directors and leaders in the payer/plan organization.
2. Conduct orientations to UW Health for the payer/plan
3. Makes site visits and/or travels to payer/plan location as needed
4. Stay abreast of changes in the insurance or payer market.
5. Organize meetings with payers, organize educational sessions, engage physician leaders as needed, coordinate and assist with case manager conferences
6. Address operational issues (clinical or business office) and facilitate solutions between the parties (can be patterns of issues or specific claims or urgent patient needs)

#### Coordination with Internal UW Departments on Contract Administration
1. Ensure contract language and final documents incorporate important revenue cycle management terms and conditions.
2. Develop systems for communication on important contract terms, payer newsletters and any significant changes
3. Manage communication to these departments, which include Provider Enrollment, Patient Resources, Prior Auth and the Access Center, Pharmacy, Rehabilitation Medicine, Revenue Cycle, Clinic Operations, etc.
4. Establish and maintain effective working relationships with physician leaders, physicians, department administrators, Service line managers, senior leaders at UW Health and other internal staff.
5. Ensure the communication of pertinent contract information to internal offices including patient billing offices of UWHC and UWMF.
6. Facilitate operations meetings between internal UW Departments and payers
7. Troubleshoot and engage with specific departments or clinics as needed
8. Oversee maintenance of the contract database

#### Develop and Maintain Contract Templates
1. Develop contract language for templates and ensure language is in compliance with Federal and State laws and supports UW Health’s requirements
2. Review with Legal counsel
3. Review with Revenue Cycle Teams
4. Stay abreast of regulation and legal changes
Delegated Credentialing/Provider Enrollment
1. Manage the enrollment and credentialing process for UW Health.
2. Complete delegated credentialing agreements, working with Medical Staff Affairs.
3. Coordinate with Provider Enrollment department for processes and policies with new and changing contracts.
4. Coordinate with Marketing to ensure provider update processes are updated for new or changing contracts.
5. Coordinate and distribute certificates, licenses and other documents with all the UW Health entities to meet payer requirements.

Serve as Liaison to other constituents
1. Serve as liaison to University HealthCare, including participation on committees, maintain relationship and provide communication to UHC leadership.
2. Coordinate and communicate with Swedish American Health System or other relationships as assigned.
3. Coordinate with other administrative and clinical department leaders within UW Health on contract issues and payer relations, including Quality and Safety Innovation, Population Health, Clinic Operations and Academic Departments.
4. Serve as main point of contact for contract and payer relations for specific entities Represent UW Health on the clinically integrated network committees and workgroups. Support UHC CEO and UW Health CFO in their roles on the governing committees of the statewide network.

Other duties and responsibilities
1. Participate in the UHC Leadership Council and participates in the development of company policies and procedures.
2. Serve on Managed Care Steering Committee, the Alternate Payment Model Council and other various committees.
3. Prepare and deliver presentations and speeches as needed to various UW Health committees.
4. Remain current on the health insurance market, changes in legislation, contract compliance issues and the provider market.
5. Review UW Health Managed Care Contract Performance – both volumes and financial - relative to Budget and Long Term Plan targets and discuss actions for improvement.
6. Organize orientation and training for new Account Managers if turnover occurs.
7. Provide back-up coverage for the other Contracting Specialists during their absences.
8. Assist with budget process.
9. Other duties as assigned.

All duties and requirements must be performed consistent with the UW Health Service and Performance Standards.

<table>
<thead>
<tr>
<th>POSITION REQUIREMENTS</th>
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<tbody>
<tr>
<td><strong>Education</strong></td>
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<td><strong>Work Experience</strong></td>
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<tr>
<td><strong>Licenses &amp; Certifications</strong></td>
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| **Required Skills, Knowledge, and Abilities** | | Advanced knowledge of computer systems and ability to effectively utilize software applications including spreadsheet, database development and management, word processing, calendar and email. Experience in a MS Windows PC environment is preferred.
Proven track record in negotiations. Ability to achieve stretch goals in difficult circumstances.
Professional demeanor and ability to handle challenging communications when necessary.
Excellent organizational, time management, problem solving, written and verbal communication skills.
Attention to the language and rate details in contracts. |
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Ability to meet deadlines while managing multiple tasks.
Ability to track, edit and monitor complex contracts with multiple language changes and a series of addenda.
Ability to navigate and populate the managed care database.
Ability to work across organizations and represent physicians and hospital interests
Effective oral and written communication skills.
Effective interpersonal relations skills promoting teamwork and collaborative alliances.

### PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.

<table>
<thead>
<tr>
<th>Physical Demand Level</th>
<th>Occasional</th>
<th>Frequent</th>
<th>Constant</th>
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<tbody>
<tr>
<td><strong>Sedentary:</strong></td>
<td>Up to 33% of the time</td>
<td>34%-66% of the time</td>
<td>67%-100% of the time</td>
</tr>
<tr>
<td>X</td>
<td>Up to 10#</td>
<td>Negligible</td>
<td>Negligible</td>
</tr>
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**Sedentary:** Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.

**Light:** Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.

<table>
<thead>
<tr>
<th>Light:</th>
<th>Up to 20#</th>
<th>Up to 10#</th>
<th>Negligible or constant push/pull of items of negligible weight</th>
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<tbody>
<tr>
<td></td>
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<td>or requires significant walking or standing, or requires pushing/pulling of arm/leg controls</td>
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**Medium:** Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.

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<thead>
<tr>
<th>Medium:</th>
<th>20-50#</th>
<th>10-25#</th>
<th>Negligible-10#</th>
</tr>
</thead>
</table>

**Heavy:** Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.

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<thead>
<tr>
<th>Heavy:</th>
<th>50-100#</th>
<th>25-50#</th>
<th>10-20#</th>
</tr>
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</table>

**Very Heavy:** Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.

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<thead>
<tr>
<th>Very Heavy:</th>
<th>Over 100#</th>
<th>Over 50#</th>
<th>Over 20#</th>
</tr>
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List any other physical requirements or bona fide occupational qualifications:

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**Work/Environmental:** Moderate noise level consistent with an office environment.

**Note:** The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.