

NAACOS Quarterly Call with Partners



June 13, 2024

Agenda



Membership Overview

Presented by: MaryJane Thomas, Membership Director

Update on NAACOS Strategic Roadmap

Presented by: Jennifer Rotchford, SVP Operations

ACO Showdown Overview

Presented by: Melody Danko-Holsomback, Vice President of Education

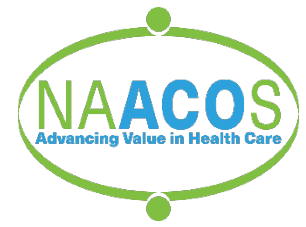
Partner Sponsorship Opportunities

Presented by: Emily Perron, Events Manager and Phil Mehr, Membership Manager

NAACOS Advocacy Update

Presented by: Aisha Pittman, SVP Government Affairs

Q&A



Membership Overview



NAACOS Membership Team



- MaryJane Thomas, Director
- mjthomas@naacos.com



- Phil Meher, Manager
- pmeher@naacos.com

About NAACOS



470

ACO MEMBERS

9.1M

BENEFICIARY LIVES IN
MEMBER ACOS

76%

OF ACOS ARE NAACOS
MEMBERS

160

PARTNER
ORGANIZATIONS



THOUGHT LEADERSHIP

NAACOS works to advance and promote coordinated, patient-centered, value-based care through research, publications, and other forms of thought leadership.



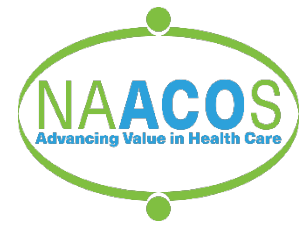
EDUCATION

NAACOS offers a variety of educational webinars, conferences, and other events to help value-based care entities stay up-to-date on the latest developments in the field and learn from experts and peers.



ADVOCACY

NAACOS advocates through various means, such as engaging with policymakers, participating in rulemaking, collaborating with other organizations, and communicating with the public.



NAACOS

Strategic Roadmap



Our Vision for the Future



- NAACOS is the **preeminent organization through which entities engaging in value-based care transformation network, engage in peer-to-peer learning, and gain information on best practices** to improve performance;
- NAACOS **shares learning and educational opportunities with a broader base of membership** and allows some level of access for stakeholders supporting better care and smarter spending who may never be official members; and finally,
- NAACOS continues to **broaden and deepen support for value among stakeholders** external to the organization through the creation of intentional spaces to share understanding and collaborate to sustain the push towards value.

The Roadmap to the Future



Foundational: Updates to Mission, Membership, Marketing



Strategic Pillar 1: **Quantum Leap in Learning and Education**



Strategic Pillar 2: **Sharing the Tent**

Get Involved in Shaping Our Future

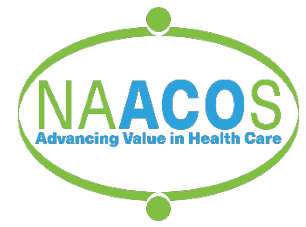


NAACOS is committed to meeting partners' needs

- Learn about and sponsor new **Education Activities**
- **Expanding audience** = further reach for partners
- Come to the **Fall Conference, October 16-18 in DC**

We want your feedback – always but especially now:

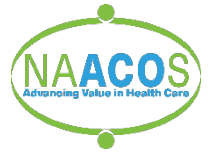
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ACO Showdown Overview



ACO Showdown: Innovations in



- **Objectives:**

- To create a platform for vendors to highlight the versatility of their product, and for ACO's to highlight how they further innovated from a vendor product to produce a positive value-based care outcome.
- To increase visibility of NAACOS BP products and versatility in the VBC space.
- Competition helps ACOs learn about innovation possibilities and relevant vendor products.
- Provide engagement opportunities for ACO and business partners outside of conferences, and free of sale pressures.

- **Timeline: Proposed**

- Begin Search for BPs to pilot
- 1st pilot Summer 2024
- Will hold pilot events and review for improvements in the process and with proof of concept.
- Pilot event sponsorship pricing, be one of the first sponsors and save \$

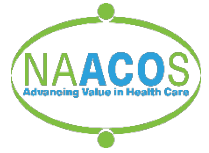
ACO Showdown: Innovations in



• Showdown Rundown

- ACOs present innovations in predetermined categories such as data and analytics, Innovation using AI, care redesign models using RPM, etc.
- Presentations would consist of a 2-minute intro, 8 minutes to present, and up to 7 minutes of questions from attendees.
- Winners will be chosen via webinar polling of viewers at the end of the competition for real-time voting.
- Showdown participants will each receive a prize based on live voting placement (1st, 2nd, 3rd)
- Marketing recognition via NAACOS website, newsletters and social media blasts and conference recognition of vendor and winner.
- Recordings of the competition will be placed on a new website page for ACOs to reference for future needs.

ACO Showdown Guidelines Details



- BPs may solicit their ACO clients for Showdown participants (clients are not required to be NAACOS members). NAACOS can also assist in this RFI process.
- The ACO participants complete an application form. If more than 2 apply, NAACOS Education Committee or set Sub-Committee will review the applications and the top 3 will compete.
- The Showdown will be a live webinar and each ACO will have ~17 minutes to present to the audience (members and non-members), who will vote at the end of the competition. The winner will be announced live after voting is completed.
- Pilot event prizes include:
 - 1st prize – 1 paid registration to a NAACOS conference or boot camp and \$500 gift card for Grubhub, DoorDash, or Uber Eats
 - 2nd prize - \$300 gift card for Grubhub, DoorDash, or Uber Eats
 - 3rd prize - \$200 gift card for Grubhub, DoorDash, or Uber Eats
- A recording of the event will be placed on the NAACOS website and the sponsoring Partner will be included in additional event marketing opportunities in relation to the event.

ACO Showdown: Application Process



- Parameters:
 - The presentation of an innovative program or product the ACO has developed by utilizing a NAACOS Business Partner's (BP) product.
 - Innovations to include vendor products and **must focus on innovative aspect beyond vendor out of the box product and positive outcomes** and not a sales focused presentation.
- Proposed process
 - Call for sponsors open all year long
 - Objective scoring tool created by education committee to be used when more than three organizations apply to compete.
 - ACO application (Process for organizations the vendor has solicited to compete)
 - Operational problem faced by your ACO (<500 words)
 - Innovative solution (<500 words)
 - If vendor tool is used, include link to more info
 - Results achieved (<250 words)
 - Three ACOs then chosen to present in 60 min virtual session

ACO Showdown Questions?

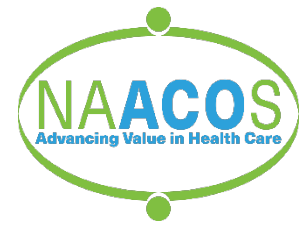


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- Melody Danko-Holsomback, VP of Education,
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or

- MaryJane Thomas, Membership Director,
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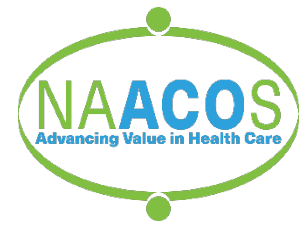
Partner Sponsorship Opportunities



Sponsorship Opportunities



- Partner Prospectus
- Fall Conference Packages: October 16-18, Washington DC
- Sponsored Webinars
- Sponsored Email Blasts



NAACOS Advocacy Update



Questions?

