

## CASE STUDY

# How One Medicaid MCO Could Have Moved from 4th Place to 1st Place by Focusing on a Single Operational Scoring Area



Medicaid MCOs take a “boil-the-ocean” approach to bid readiness: investing broadly across every operational area. Yet evaluator scoring data often reveal a different reality.

## The Challenge

Like many Medicaid managed care organizations, this national health plan approached upcoming procurements with a broad “improve everything” strategy.

But leadership lacked clarity on a critical question: **Which operational area was actually having the greatest impact on award outcomes?** Without that insight, investments risked being spread too broadly across too many priorities.

## The W!nsights Analysis

W!nsights analyzed evaluator scoring data across multiple recent Medicaid procurements and mapped every scored RFP question into operational Scoring Areas aligned to:

- ✦ The responsible **functional team**
- ✦ The type of **investment required** (e.g., staffing, technology, partnerships, operations)
- ✦ The **nature of the required solution**—whether the RFP requirement reflects a standard capability or a state-tailored approach, and whether it is solution-driven or resource-driven

The analysis revealed something important: The health plan’s *lowest scoring area* was **not** the area most impacting award results. Instead, one operational Scoring Area repeatedly created the largest competitive point gap against top-performing bidders.

**Even more importantly:** If the plan had performed at the highest bidder level within that single Scoring Area during one recent procurement, the organization’s overall ranking would have improved from 4<sup>th</sup> to 1<sup>st</sup> place.



## Why This Matters

The findings changed the conversation from: “How do we improve everything before the next bid?”

to: “**How do we intentionally strengthen the operational area creating the greatest competitive disadvantage?**”

That is the purpose of W!nsights. **Focus where it matters most.**



See how W!nsights can provide precision to your growth strategy.  
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