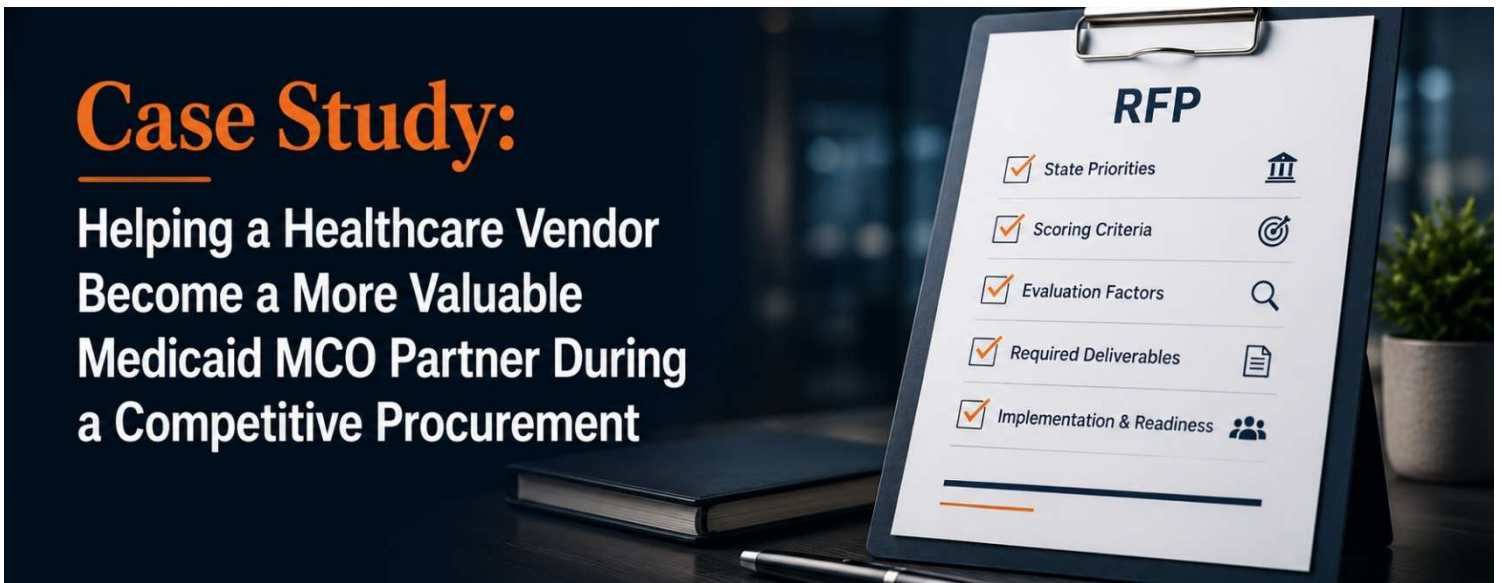


Case Study:

Helping a Healthcare Vendor Become a More Valuable Medicaid MCO Partner During a Competitive Procurement



The Challenge

A healthcare vendor with an established solution was actively pursuing opportunities with Medicaid managed care organizations (MCOs). The vendor struggled to demonstrate how its solution would help an MCO compete and succeed during an upcoming Medicaid procurement.

Like many vendors, the organization focused primarily on describing its services, technology, and results. What was missing was a clear connection between the vendor's capabilities and the specific priorities, evaluation criteria, and proposal requirements that would influence the Medicaid MCO's success.

The Thrive Advantage

Thrive conducted a detailed review of the state's active Medicaid procurement, helping the vendor understand what evaluators were looking for, including key requirements, state priorities, and how to strengthen the MCO's proposal narrative and make it competitively differentiated.

Thrive worked with the vendor to develop tailored proposal content and supporting materials to provide to the MCO for potential insertion.

Why This Matters

The vendors that create the greatest value for Medicaid MCOs are those that help them compete, differentiate, and win.

The Result: The vendor became a strategic partner in the procurement process and helped the Medicaid MCO submit a stronger bid that ultimately won the contract.

The most valuable vendors don't just support Medicaid MCOs. They help Medicaid MCOs win.



Discover how we can help your organization become indispensable to MCOs.
(602) 577-6531 | edfischer@thrivehealthteam.com