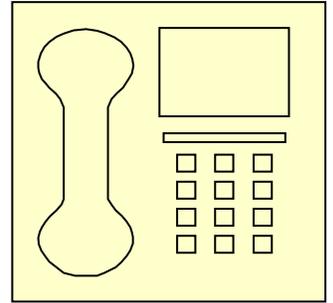




Talking to a Private Insurance Contracting Rep



TIP: Your objective is to become an in-network provider. Your strategy is to explain who you are and how your department can be an asset to their provider network.

1. Be friendly and direct

“Good afternoon, Scott. My name is Mary Jones and I am with the [Name of your jurisdiction County Public Health Department]. We would like to become one of your Preferred Providers.”
Be prepared to provide basic information about your services and some demographics.

2. Establish mutual benefits you can provide

“Our department provides _____ (immunizations, lab, family planning, STD etc.) services to our community. Many of your subscribers are already coming to our clinic because the wait time for their primary care provider is prohibitive to receiving services.” (They’ll want specific numbers but if you only have 4 or 5 out of 30 clients, that will not be a compelling reason. Instead, focus on percentages and the *reasons* why their subscribers are coming to you.)

“Your members rely on public health as a safety net when their regular doctors are not available or do not stock required vaccines.” “Our staff is highly trained and can both educate and treat patients. We want to ensure that patients receive the services they need.”

“Recent changes in federal law require us to bill insurance companies for immunizations, or decline services to privately-insured patients. Our county stocks vaccines for individuals with private insurance to make sure that they receive these critical services.”

“Most importantly, your clients are already coming to us, so it would be a great benefit to them to be able to utilize their benefits here.” Really sell your department as a convenience for their subscribers.

3. Ask the rep to send you an application

You should also ask for contact information including name, phone #, address, fax #, and email. They may ask you for supporting documents such as clinic locations, W-9, and Roster of Providers.

4. After speaking to contracting rep, follow up with a Letter of Intent (LOI)

The LOI is a business letter on department letterhead (See [Job Aid “Sample Letter of Intent”](#)). State your intention to become a network provider and briefly list the reasons you would be an asset to their network. List your clinic locations and specialized services you provide (e.g., specific lab tests or vaccines.) **Include your request for a CAQH log-in, if you do not already have one.** Have the document reviewed and signed by your department head. Send the letter and any supporting documents requested by the rep to the address the rep gave you.